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Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

New York, N.Y.
Feb. 20, 1943

Dear Broadcaster:

This is the first issue of the Radio Round-Up on Food to come to you from the New York regional office of the Food Distribution Administration. In the past the Round-Up has been written in Washington and mailed from there each Saturday.

This is how the new plan will work:

1 - Material for the Round-Up will be collected from all parts of the Food Distribution Administration, from other parts of the Department of Agriculture, from the Office of Price Administration, War Production Board, and other government agencies. It will be sifted, written for the Round-Up, and rushed to the seven regional offices of the Food Distribution Administration.

2 - Regional offices will add pertinent information from Food Distribution Administration and other regional USDA offices.

3 - The Round-Up will be mailed to you each Saturday.

If additional information is desired on any of the items covered, or if there are other ways we can serve you, please let me know.

Very truly yours,

Bernice Burns

Bernice Burns
Marketing Reports Division
Food Distribution Administration
150 Broadway
New York City

US Department of Agriculture

Food Distribution Administration

565915

RADIO ROUND-UP ON FOOD -- NEWS FROM THE NORTHEAST REGION

One of the purposes of the regionalization of Radio Round-up on Food is to better acquaint all Directors of Women's Radio Programs with the agricultural and marketing activities of their areas. News is often of interest in direct proportion to the proximity of its source. The Women of your radio audiences like to hear what is going on next door, within the town, the county, the state and the surrounding area.

We cannot go sleuthing into every one of the cities from which your radio programs emanate, but some representative of the Department of Agriculture is in every county; entire offices of the USDA are in many cities. From those sources, we will draw news, weigh it for its comparative interest value, and send it forth to you. Sometimes it may be of greater value for radio in one section than another, but we will avoid items of only local interest as best we can.

THE NORTHEASTERN REGION -- Where is it?

The Northeastern Region includes twelve states and the District of Columbia. It stretches from Maine to Maryland on the east and New York to West Virginia on the west and encompasses all the states in between. A small area perhaps when one considers it in relation to the entire forty-eight states. But no...

FROM THE VIEWPOINT OF RADIO -- the Northeastern Region is terrific!

One hundred and ninety-nine radio stations are in these twelve states. Our records indicate that one hundred and seven of those stations have a total of one hundred and eighteen women's programs. One hundred and eighteen programs designed and written for the feminine ear, the rather busy homemaker's ear, for the most part, are transmitted on the air waves. This is a total broadcasting power of ONE MILLION, ONE HUNDRED AND NINETY THOUSAND WATTS. These programs may originate in our region, but the distance which is reached is actually beyond calculation.

AGRICULTURALLY SPEAKING -- the Northeastern Region is of vital importance.

Milk, eggs, poultry as meat, fruits, potatoes, beans, fresh vegetables in great abundance are produced on the 633,676 farms in this region and go to feed the 40,000,000 persons in the cities of these twelve states. Food from this area also contributes toward the supplies which are shipped to our Armed Forces and our Allies all over the world.

We will want to become familiar with the exact types of agricultural products for which this region is famous. Growing things are always of interest, even to your city audience. Think of all the window boxes and the pots of bulbs in city apartments. Think also that this is FOOD that is growing and food, or potential food is of interest to us all in wartime.

MILK IS A NUMBER ONE WARTIME FOOD -- we all know.

Within the Northeastern Region is the world-famous New York milk shed, a term we have all heard and concerning which many of you may be well informed. But some persons are puzzled as to the exact meaning of the expression "milk shed." The word "shed" as used here is as in "Sheds water like a duck's back" and does not refer to a lean-to or building. As a water spout collects the combined

rainfall from a roof and pours it into a cistern so the New York Milk Shed gathers in the milk of some 100,000 dairy farms in New York, Western Vermont, Massachusetts and Connecticut, Northeastern Pennsylvania and Northern New Jersey. Over half of this milk pours into Greater New York.

In this region there are many other milk sheds which pour this high ranking food into Boston, Philadelphia, Buffalo and other large cities. To mark the final destination of all the dairy products from this area would require a globe of the world. It sifts as powdered milk into packages for our armed men (and women, too!) and the Allied Nations. It is churned into butter and processed into cheese. Seventeen percent of all the dairy products of this country originates in the Northeastern Region.

Within this region is Aroostook County, Maine -- a name to reckon with when you talk potatoes. It grows more potatoes than any other single county in the country.

Within this area are orchards, truckfarms, and poultry flocks. Interesting subjects, all of them. We will get to know them better and meet the men and women whose jobs they are.

Since you radio broadcasters are held clairvoyant by your audiences, you will receive many questions concerning farming, Victory Gardens and chicken raising. We will try to supply you with the answers to such questions or provide you with the source of such information.

WHAT ARE THE FARMERS DOING RIGHT NOW?

Dairy farmers know no seasonal slack but what of the crop growers? It is not yet warm enough to plant seeds, except in hothouses. It is perhaps too early to plant, but the time is right for planning.

In wartime, crop planning is not an indiscriminate process, swayed by taste and fancy. It is controlled by need. There are certain crops which are of more value as food in wartime and the increased acreage of those crops is being scientifically calculated.

Right now each farm in this area is under the appraising eye of its owner or occupant as he and a representative of the Agricultural Adjustment Agency discuss just how that farm can produce the most food this year. The AAA representative is usually another farmer in the township who is helping the government with its plans to boost farm products and set goals which will provide needed food.

FARM GOALS

Farm goals encompass the nation, and they directly reach the smallest truck farm. For example, we need more tomatoes, that rosy, round source of Vitamin C. A certain county in New Jersey will be given a quota of raising 20% more tomatoes in 1943. To meet that goal each farm must increase the amount of tomatoes planted last year. A large grower may plan for 20 additional acres. Another may add just a half an acre. The important thing is that they are planning, and those plans are a part of the overall coordinated plan for more tomatoes, or beans, or potatoes.

Each farmer signs a pledge to try to produce a certain specified amount of food.

PLANNING WITH A PURPOSE

It should interest the consumer to know that the production of the unprecedented amount of food which we need this year is not being left to guess work.

In this region individual farmers and farm groups are signing pledges with their county Agricultural War Boards to produce more milk, potatoes...beans (both for dried beans and for green beans for canning), soybeans (for oil and feed), poultry (for eggs and meat), tomatoes and other truck garden products for the fresh market and for canning.

HOME PRODUCTION IS NOT BEING OVERLOOKED.

Simply because we have spoken only of the program for farmers who raise food for distribution does not mean that the Victory Gardens of poultry which is raised for home use is considered unimportant.

Far from it. There will be much about this vital task later on!

RURAL ROLL CALL

Have you heard about the roll call of rural women which is to be held from March 1 to 20? It will be a big drive to get more food produced by farm families, in order to release more commercial stocks for city people and for direct war needs. This drive is to be under the leadership of State and county home demonstration agents of the Extension Service. Neighborhood leaders, who were organized some time ago by the Extension Service, will visit rural families to talk over the food situation. They'll explain why it is important that farm families produce a maximum amount of food for home use, give home food supply suggestions, and get the homemakers to sign enrollment cards in the Victory Home Food Supply Program. Families in suburban areas and small towns can help in this campaign too, and broadcasters can be of assistance in explaining the aims. Major stress is to be put on fresh fruits and vegetables from the Victory Garden, canning 100 or more quarts of fruits and vegetables for each member of the family, and producing an ample supply of milk, chickens for eggs and meat, and other home-grown meat and food crops for use in the family.

Get more information about this from your State and county extension agents, and give your help to the roll call of rural women.

CURRENT FOOD NEWS FROM WASHINGTON OFFICE OF USDA

PRELUDE TO POINT RATIONING

This is what might be called the week of the Big Freeze on canned foods. You broadcasters can be of tremendous help to your listeners by giving them all the information you can on where and when to register for the new ration book...this is information you will obtain in your own city, of course.

We've covered many of the details of point rationing in RADIO ROUND-UP during recent weeks, but here are some of the essential things everyone should remember about the actual process of getting the new book:

One person may apply for all the ration books in any family or household.

War Ration Book One for each person must be presented in order to obtain Book Two.

The Consumer Declaration form must contain the names of all persons for whom this family representative is reporting, as well as the serial number of each person's War Ration Book One. This form may be clipped from the newspaper and filled out in advance, or obtained at the place of registration.

Just one figure need be given on the Consumer Declaration...the total number of containers 8 ounces or over, minus the allowance of five for each person... not the number of each kind of food. Remember, this declaration is every honest person's protection against those who are trying to chisel on their neighbors.

On the front cover of War Ration Book Two there will be a large "Validation" stamp, across which the owner must write the serial number of the new book in ink or indelible pencil. Nobody will be able to buy canned foods with any ration book which does not have the validation stamp on the front cover.

The old ration book for sugar and coffee (and now shoes), will be returned, together with the new point-ration book.

There will be an official Government list in grocery stores showing every processed food that is rationed, and the point value for each size. The newspapers also will carry this information.

You probably already have listed suggestions for easy shopping with point stamps to pass on to your listeners, but we'll give you a number of good ones in next week's ROUND-UP.

MORE QUESTIONS AND ANSWERS ON POINT RATIONING

You're probably receiving inquiries every day about point rationing, as the first of March draws close. Here are some that have come to our attention recently:

Q. Both my wife and I will have to be out of town during the entire week when registration for War Ration Book Two will take place. How are we to get the books for ourselves and our two children?
A. One of you may take all four of your present War Ration Books to a

War Ration Board in the city where you're staying that week, and register there just as you would have done at home. They will issue the new ration books to you, and will advise your home ration board of this procedure.

Q. Suppose a person is prevented by illness or accident from going to the registration place during the week of February 20, and has nobody to register for him. How is he to obtain War Ration Book Two...can he register late?

A. Yes, that is what he will have to do. He should remember, however, that there will be an interval in which he will not be able to purchase rationed foods. Point rationing starts on March 1, and nobody will be able to buy any rationed foods after that date without War Ration Book Two.

Q. On what date should the Consumer Declaration of surplus stocks of canned foods be made February 21, the date on which the freeze starts, or the day on which I actually go to register for my new ration book?

A. February 21 is the day on which all Consumer Declaration should be made up, and the statement should cover all surplus supplies actually on hand on that day. This date has been set in order to make these declarations uniform throughout the country.

WARNING: POISON!

That would be the most suitable label on certain jars of fruit and vegetables which may be reposing right now on many a pantry shelf...jars containing commercially canned foods which have been transferred from the cans into glass jars. Reports indicate that some of the people who are worrying for fear rationing won't give them enough to eat have been buying canned foods in quantity, or using stocks already on hand, opening the cans and putting the contents into glass jars. They've figured that this entitles them to classify such foods as home-canned, which do not have to be counted in the consumer declaration.

Probably you've heard about this dangerous practice, and if you haven't already talked about it on your program, we suggest that you mention it during this week before rationing starts. It may result in fatal food poisoning, and any warning you can give of the danger may help to prevent tragic results. Perhaps you'd like to quote Dr. Russell M. Wilder, physician and nutritionist, who is Chief of the Civilian Food Requirements Branch of FDA. Dr. Wilder says: "Most foods that are removed from cans must be reprocessed before they can be preserved in glass jars, just as if they had never been canned. Reprocessing, however, is unsatisfactory for housewives to undertake, and may be dangerous. Not only does the product become a soupy mass with decreased food value, but it may be unsafe to eat. It is, therefore, wasteful of food and food values, as well as dangerous, and is contrary to the intent of the rationing program, which is contributing to the winning of the war."

No words you can say are too strong if they'll serve to protect people from the dangerous results of the panicky state of mind expressed by the hoarding of food in this way.

FOOD DISTRIBUTION ORDER NO.20 - LARD

The Lard Order requires that Federally inspected packers reserve 50% of their weekly lard production for purchase by the Food Distribution Administration. The purpose of the order is to provide approximately 1 billion, 50 million pounds of lard to meet war requirements. Current purchases of lard by FDA are not at high enough levels to meet the immediate urgent requests of the United Nations, and therefore, Secretary Wickard issued this order so that the necessary supplies might be started to the battle fronts immediately.

Civilian supplies of lard for 1943 will not be decreased, however...in fact, they will be increased slightly over the amounts available in 1942. This order, applying only to federally inspected packers, will not affect the about 800 million pounds of non-inspected lard expected to be produced this year. The total 1943 supply is estimated at about 1 billion 850 million pounds, an increase of 4 million pounds over last year. The increase in civilian supplies may be larger, if production this year exceeds present estimates.

FOOD DISTRIBUTION ORDER NO. 21 - TEA

Secretary Wickard has issued Food Distribution Order No. 21, a further order on tea, effective on February 15, for the purpose of naming qualified distributors of tea. A Tea Distribution Committee, composed of competent tea experts, will be appointed, to work with Roy F. Hendrickson, Director of Food Distribution. After consultation with this committee, the Director will supervise the distribution of the various qualities of tea to packers, in accordance with their needs. The aim of this order, and of the previous order on tea (No. 18) is, of course, to assure a fair distribution of available tea to consumers.

Our normal imports of tea are about 100 million pounds per year, but shipping space was available for only about 67 million pounds during 1942. Expectations are that we will receive about 65 million pounds this year. About 50 million pounds of this will go for civilian consumption and the remaining 15 million to the military.

The lack of shipping space is the important factor which limits the importation of tea into the United States at present. All tea for this country normally has come from the Far East, most of it from India, Ceylon and the Netherlands East Indies, from which, in normal times, came about four-fifths of the tea in the world market. The other one-fifth was shipped from China and Japan. The war, of course, has shut off tea supplies from China, Japan and the Netherlands East Indies.

FOOD DISTRIBUTION ORDER NO. 22 - CANNED GOODS

Food Order No. 22, issued Feb.19 and effective immediately, transfers the administration of the War Production order on canned foods to the Department of Agriculture. It provides for certain revisions in the percentages to be reserved for war uses and increases civilian supplies by approximately 10 million cases. These changes were made possible because of a changed 1942 production rather than changes in government requirements. Most of the increase will be on canned tomatoes and snap beans.

FOOD DISTRIBUTION NO 22(continued)

The canned goods which are being rationed this week are products which were grown and processed last year. Food Order No. 22 which increases the civilian supplies of canned vegetables from next summer's pack will not be available until 1944. The importance of this order is that it indicates ahead of time planning to provide an adequate amount of processed foods for consumer purchase in the future. The consumer should not interpret this order as one which affects the current supply of canned goods.

FOOD DISTRIBUTION ORDER NO. 23 - SALMON

An additional 20 percent of last year's salmon pack has been made available to civilians through Food Order No. 23, which was issued February 19th and is effective immediately. This order completes the allocation of the 1942 pack of canned salmon, the government having previously released 20 percent to civilians and purchased 60 percent for military and allied purposes. A total of 40 percent of the existing salmon pack is, therefore, designated for sale to the consumer.

SOME LAST MINUTE QUESTIONS ON POINT RATIONING

Some people who say they do not use canned goods are asking whether they need apply for Ration Book Two. Others admit they have a supply which will last for some time. Remind such persons that this ration book will soon be used to ration meats, and they will need it for use at that time. Also, it is necessary for everyone applying for Book Two to submit the signed consumer declaration, whether excess canned goods are held or not.

Try to make it clear that this consumer declaration is not a penalty. OPA recognizes that many families, especially in isolated places, always keep large supplies of canned foods. There are others who do not, however, and it would hardly be fair to let families with large stocks buy just as much as those with little or no canned goods on hand. Consumer declarations are a means of starting rationing on a fair basis for all.

It is well to stress that nobody will lose all the ration stamps in the book because of large stocks. Only the eight point stamps will be removed at the rate of one stamp for each can (8 oz. or over) in excess of five per person. This will leave half the stamps and permit a varied diet of rationed foods.

Canned meat and fish are not being rationed under the processed foods program, even though sales have been suspended. Stocks of these foods do not need to be declared. They will be included in meat rationing program later.

PROGRAM NOTES

Favorable Prospects for Food in 1943

A recent summary of agricultural developments indicates that prospects are favorable for another record-breaking year of food production. Moisture conditions were favorable at the beginning of the new year, and if we have only average weather from now until harvest, crop yields per acre will probably be about equal to the general level in 1940 and 1941...higher than in preceding years. Stocks of feed grains and of wheat, and numbers of cattle on feed January 1, were at an all-time record. Numbers of sheep and lambs on feed for market were only slightly below the record set a year earlier. Government-inspected slaughter of hogs in December reached the figure of 6.8 million...all the meat going into interstate commerce must be slaughtered under Federal inspection, you know. This, however, is only about 2/3 of the total number of hogs slaughtered, but it is the largest figure on record for any month. The 1942 output of chicks from commercial hatcheries reached an all-time high, and the December output was a record for the month. This reflects the strong demand for chicks to meet the need for increased production of poultry for meat. This summary also states that goals for several important war crops have been increased since the beginning of the year. It should be borne in mind, however, that the increase in demand for farm products will doubtless exceed the increase in production.

Victory Gardens Can Help

The goal for 1943 is 18 million Victory Gardens, and these gardens can do much to help meet our food needs this year. H. W. Hockbaum, Chairman of the Federal Government Victory Garden Committee says: "Food production is war work this year. Food needs of our armed forces and our allies are greater than last year and it is very doubtful that commercial growers can supply the great varieties of vegetables that we have had in the past. There is no point in planting a garden unless you can devote 4 or 5 hours a week to it. We estimate an hour a day will take care of a 30 x 50 foot garden."

This is an important point to bring out in talking about Victory Gardens to your listeners, broadcasters. Remember the old saying: "If a thing is worth doing at all, it's worth doing well."

How Much Food Went to Lend-Lease?

Here are figures to give you an idea of how much food we Lend-Leased in 1942. Meat: one pound out of every twenty went to our allies. Dried and Evaporated Milk: ½ quart out of every ten went to our allies. Cheese: almost ¼ of every pound the U.S. produces was exported to our allies. Butter: one ounce out of every 6 pounds of butter went to the Russian Army. Eggs: one egg out of every ten went to make the egg powder we exported. Canned foods: one out of every hundred cans produced in this country was Lend-Leased.

February CONSUMERS' GUIDE Out.

The February issue of Consumers' Guide contains an article called "We Share Food", in which Secretary Wickard explains why America's food supplies are being rationed through the new point system. There's also an interesting picture-story called "How to Live without a Can Opener", followed by an article on Victory Gardens. There's material for broadcasts on school lunches in the story "School Lunches Must Go On". You can get a sample copy of the February issue of Consumers' Guide by writing to USDA, Washington, D.C.

Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

150 Broadway
New York, N. Y.
Feb. 27, 1943

CURRENT FOOD NEWS FROM WASHINGTON OFFICE OF USDA

SHOPPING WITH POINT STAMPS

Monday, March 1, is the day when the new kind of shopping starts...shopping under the point rationing system. Here are suggestions to pass on to your listeners about making wartime food shopping easier.

The grocer will help by marking the point value of each rationed item either on the package itself, or on the shelf, bin, table or counter where it is displayed, according to an OPA requirement. The homemaker can help herself by keeping on hand the Official Table of Point Values...possibly pinning it up on the kitchen wall for reference. Many women will probably want to make a smaller list of the things they buy most often, to carry with them when they go shopping. Sixteen different weight groups were set up to cover more than 100 different sized containers in use at present, and this is the reason for sixteen columns on the table of point values. Only three of these sixteen columns will require frequent reference, however, as the bulk of purchases of canned fruits and vegetables fall within three weight groups. The No. 2 and No. 2-1/2 cans are the most popular with housewives, and it won't take long for women to familiarize themselves with those point values. Once the shopper decides what particular items she wants, and knows the weight of each, it will be comparatively easy to locate the point values on the table, and budget the points before she goes to market.

It's well to remember that price and quality have nothing to do with the point values of foods...points will not change just because the prices do. Point values will be the same in stores all over the country too, so that shoppers may buy wherever they like, and still shop around for bargains in price. The grocer cannot

US Department of Agriculture
Food Distribution Administration

give change in point stamps, so it is advisable to use the high point stamps first, saving the smaller point stamps for purchase which may have to be made later in the month. As a matter of fact, the point stamps should be budgeted so that nobody will run short of them before the end of the month. Advise your listeners not to spend their stamps for rationed foods if there are similar fresh foods available. Then, in case of a possible shortage of some fresh fruit or vegetable, homemakers will have point stamps with which to buy the necessary rationed foods.

The stamps will have to be torn out of War Ration Book 2 in the presence of the grocer...loose stamps cannot be accepted. If point-rationed foods are to be delivered, the stamps must be torn out of the book in the presence of the delivery man. No credit will be given on point stamps, and they must be given to the grocer on each purchase of point-rationed foods, even if they're bought on a charge account.

The English, who've been buying food under point rationing for a long time, say that it takes a very short time to become accustomed to using the stamps, and that the slight delay and inconvenience are more than counterbalanced by the assurance every person has of getting a fair share of the scarce foods.

You'll find helpful information from the home economists of USDA in the story "Tips on the Buying and Use of Point-Rationed Foods" in this issue.

NEW BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

A new bureau has just been formed in the Agricultural Research Administration, by the consolidation of the old Bureau of Home Economics and the Division of Protein and Nutrition Research of the Bureau of Agricultural Chemistry and Engineering. The appointment of Dr. Henry C. Sherman as its Chief was announced on February 21 by Secretary Wickard. In commenting on the appointment, Secretary Wickard said; "Immediate expansion of the nutrition and food research of the Department is vital to carrying out our responsibilities to civilians and the armed forces under war conditions. No man in the United States is better fitted to head this work than Dr. Sherman, Mitchill Professor of Chemistry at Columbia. He has long been recognized as one of the world's outstanding authorities on nutrition...The new Bureau of Human Nutrition and Home Economics will, of course, continue its work in other fields of home economics, to which it has made many contributions. Dr. Hazel K. Stiebeling, who is well known for her work on food consumption and the application of nutritional science to practical needs, will continue as Assistant Chief of the Bureau."

TIPS ON THE BUYING AND USE OF POINT-RATIONED FOODS

USDA'S Bureau of Human Nutrition and Home Economics has just given the following tips for careful buying and use of point-rationed processed foods:

1. For good nutrition, make point-rationed foods fit into the planning of balanced meals. Keep nutritional needs in mind when you trade ration coupons for canned, frozen or dried foods, and don't duplicate what you can buy fresh. Remember, what you eat fresh takes the pressure off processed foods.

2. Read the label for all it can tell about quantity, quality, ingredients and use.

3. Choose the size of can most economical for your use. You may want to make your own table of equivalents to keep in your purse or in the kitchen. Here's a table of can arithmetic which may be helpful to you:

Average Size	Cups	Servings
1 lb. (No.1, tall)	2	3 to 4
1 lb. 4 oz. (No.2)	2-1/2	4 to 5
1 lb. 12 oz. (No.2-1/2)	3-1/2	5 to 7
Juice cans		
12-1/2 fluid ounces	1-1/2	
1 pt. 2 fluid ounces	2-1/4	
1 pt. 4 fluid ounces	2-1/2	
1 pt. 8 fluid ounces	3	
1 qt. 14 fluid ounces	5-3/4	

4. For efficiency, buy the quality for your purpose. You don't need Grade A, or Fancy, fruit to cut up in salad or pie. On the other hand, you may want a high grade where looks and perfection count.

5. At home, put processed foods where they will keep best until needed. Store tinned foods where it's dry, to prevent rust and spoilage. Store foods canned in glass in a dry, dark, cool place. Keep dried fruits cool. Keep quick-frozen foods solidly frozen until needed, either in a frozen food locker, or in the freezing compartment of a mechanical refrigerator. These foods should not be kept too long in a mechanical refrigerator, even in the freezing compartment. Once frozen foods thaw, don't try to refreeze them.

6. Cook all foods quickly, to hold vitamin content. Canned vegetables are already cooked and need only to be brought to the boiling point at the last minute, before serving hot.

7. Use all good juices...waste none. Liquids in can or jar contain a goodly amount of the vitamins and minerals of the food. Serve vegetable liquid with the vegetable whenever possible, or use it in sauces, gravies and soups. Use fruit syrup with the fruit, or as sweetening for desserts, or in beverages.

These seven tips from the home economists are a starter toward getting your money's worth and ration stamp's worth.

FUNCTIONS OF USDA AND OPA IN FOOD RATIONING PROGRAMS

In case there's any question in your mind about the respective responsibilities of USDA and OPA in the matter of food rationing, here's how their duties are divided. USDA handles everything relating to the production of food, and will determine the need for and the time and extent of civilian food rationing. OPA will establish the value of the coupons used in the point rationing system, and will have responsibility for changing those values as the occasion requires. These duties were defined in a directive recently issued by Secretary of Agriculture Wickard.

SOLDIERS SHARE SHORTAGES

Did you know that the armed forces are sharing in sugar, coffee and meat shortages with the folks back home? When any item of food nears the rationing point for civilians, the Army goes to work on its master menu, and they've made the following changes. Sugar: since May, 1941, sugar has been reduced from 5 ounces to 3 ounces per man per day...this includes sugar for all uses, beverages, baking and cooking. Coffee: now served only 40 times a month; in December, 1941 for instance, it was served 72 times, so that's a big reduction. The butter soldiers eat is being supplemented with other fats these days, making a substantial reduction in that food. Also, three non-meat meals are served each week, making the equivalent of a meatless day a week.

The Army has another way of saving food too. Surveys have been made to find out what kinds of food soliders like best, and which foods they leave on their plates...and the latter disappear from the menu. They've checked the effect weather has on a soldier's appetite too...in cold weather for instance, he eats 6% more than when the weather is moderate. Hot weather brings a reduction of 12% in the food he eats. Cloudy days bring an increase of 4%...and the man on the rifle range eats 5% more than when he's in the barracks. All this special information has helped Army mess sergeants to serve fewer pounds of bread and butter, vegetables and fruit, meat and desserts per thousand men, and still give our soldiers all the food they'll eat. This is one of the ways in which the armed services are lightening the burden civilians must bear to win the war.

FOOD DISTRIBUTION ORDER NO. 24 - CANNED FRUITS, VEGETABLES & JUICES

During the last week of February, grocers all over the country were permitted to build up their stocks of some 69 canned fruits, vegetables, and juices, so they would have adequate supplies with which to open the rationing program March 1. Until February 20, retailers had been receiving these canned products on the basis of monthly quotas, but on that date Secretary Wickard issued Food Distribution Order No. 24, under which wholesalers were permitted to deliver supplies of these commodities to retailers without restriction.

The previous restrictions on the amounts of these products that wholesalers could deliver to retailers each month were for the purpose of making supplies last throughout the year and preventing hoarding. With consumers unable to purchase rationed products for a week, and with rationing beginning on March 1, there is no further need for these monthly quota restrictions. After rationing goes into effect, grocers will receive stocks in exchange for ration coupons or certificates, similar to the way that filling station operators trade in their coupons for more gasoline.

PRICE CEILINGS OVER FRESH VEGETABLES

Good news to the people who've been worrying about the increasing prices on fresh vegetables, was the announcement on February 22 of the temporary, 60-day price ceilings on five of the most popular...tomatoes, green and waxed beans, carrots , cabbage, and peas. Effective February 23, no distributor of these vegetables may sell them at a higher price than he did during the five days between February 18 and 22. This action was taken, OPA said, to avert further sharp price advances on fresh vegetables which might have been spurred by the freeze on canned foods during the week of February 22, and the start of point rationing on March 1. Meetings with the trade will be held to work out permanent regulations covering those five vegetables, and probably some others.

EGGS AT A PRICE

Cents-per-dozen maximum prices for eggs sold to retailers, restaurants, and institutions all over the United States, for every week in the year, were announced on February 23 by the OPA, effective March 6. This action establishes wholesale prices only, of course, but the prices to consumers will be established under a fixed mark-up regulation to be issued shortly by OPA. This, it is expected will mean a lowering of retail prices this spring in most stores, but somewhat higher prices over the year's length.

You may have seen the published list of prices, and it should be noted that these are based on grade B eggs, of large size. There will be differentials from the announced prices for eggs graded above or below "B", and of sizes larger or smaller than "large". In case you don't remember, and to save you the trouble of looking up the copy of ROUND-UP in which we gave this information, here are the retail grades and sizes of eggs: AA, A, B & C; Jumbo, Extra Large, Large, Medium, and Small.

PROGRAM NOTES

More Waste Fats Needed

Once again we ask you to urge housewives to save every spoonful possible of their waste fats, and turn them over to the butcher, for conversion into glycerine, thence into ammunition. About 85% of the current glycerine output is going into war production, but FDA officials have said that further cuts will have to be made in some civilian uses of glycerine unless production can be increased. Representatives of the soap industry, large users of glycerine, have recently approved plans for producing more glycerine for war needs. Daniel P. Woolley, New York City Commissioner of Markets, made the following comment in a radio broadcast early this month: "...The City Salvage Committee said that last month we (New York City people) threw into the garbage can and down the sink enough fats to blast the Japs out of the Pacific, if those fats had been turned into munitions."

ARE SOUPS "CANNED" OR "PROCESSED"?

Canned soups, broths and chowders made from meat, poultry, or fish, are to be rationed as "processed foods" under point rationing, starting March 1st. Therefore, they are not covered by the ban on sales of canned meat and canned fish which became effective at 12:01 a.m. on February 18, the OPA has pointed out. Here's a list of typical canned soups which will come under point rationing: all beef soups and broths, bouillon, consomme, etc.; all combination meat and vegetable soups, including mock-turtle, ox-tail, pepper-pot, Scotch broth, etc.; all poultry soups and broths, and all soup combinations containing poultry; clam and fish broths and chowders, oyster stews, etc.

HOW CREAMY IS CREAM?

We've heard some comments of late on the relative thinness of table cream. One food editor called to ask if there was a set standard giving the percentage of butter fat which must be maintained in cream before it could be so labeled "Table Cream." She knew that Food Order No. 13 stated that no cream could be sold which contained more than 19 percent butter and wished to know what the lower limit was.

The standards for table cream vary in different cities and states. Information concerning local regulations can be obtained from the local health department, as a rule. In New York we discovered that only one variety of cream is sold. That is, table cream, which must contain at least 18 percent butterfat. All cream in the city must meet this standard. Before the war there were four varieties, containing from 18 to 45 percent butterfat.

You might check your local cream situation and mention it on your program. Women like to feel they are getting what they pay for. They will be relieved if they realize that table cream must meet a standard. The reasons for the cream order No. 13 were listed when this order came out and most people appreciate that our need for butter is tremendous in wartime and will become resigned to the lighter cream.

NEWS FROM THE NORTHEAST REGION

MEET YOUR MARKET NEWS MAN

It was cold on the morning of February 15th -- the coldest day in nine years. Of course you radio broadcasters couldn't mention the weather or even allow your teeth to chatter slightly.

Cold weather, especially a sudden unexpected freeze has an effect on market conditions. Fresh vegetables are apt to rise in price. On the morning of February 15th, farmers, commission buyers of food, men in the markets and grocers were anxious to know, " - how the market was acting".

Within a few hours the morning market reports had been wired and radioed across the Nation. Men in California and in Florida knew the price of lettuce in the wholesale markets of Boston, New York, Chicago, Atlanta, Seattle and dozens of the other important marketing centers. They knew the price of lettuce and every other vegetable and fruit that reached these markets, and they knew how many carloads and truckloads of each product had arrived in each city.

Market News men supplied this information. At five, or shortly thereafter on that cold Monday morning, market men began arriving in the markets of cities throughout the country. Every weekday morning these men reach the markets before daylight. They go from stall to stall or warehouse to warehouse checking on the amount and quality of produce received and noting the price it brings.

To work quickly and accurately, these men must be specialists in their field. One man knows vegetables and fruits, another dairy products, and another livestock. The experienced market man is familiar with market trends in his particular field.

The information which is collected by these men goes to radio for the marketing reports, and is given to all wire services for newspapers. Marketing tips for the consumer are sent to many of you each week in the "Wartime Food Reporter" which gives tips on prices and supplies in local markets.

This presents an overall picture of the food shipments which reach the wholesale markets. Individual stores may not, of course, stock all the types of food which reach the wholesale market. Since the retail groceries and markets are influenced by consumer demand, different sections of a city will show the variety of foods most popular with their customers. It is difficult to obtain a true picture of market conditions by visiting two or three retail stores.

HOW CAN THE MARKET NEWS MEN HELP YOU?

With the advent of rationing, interest in food has reached an alltime high. There is a certain amount of apprehension and fear that food supplies will not be adequate. The Market New man is in a strategic position. He knows exactly what the food situation is from day to day. He can tell you how shipments compare with the same period last year. This information is often helpful. A woman who discovers a shortage of some common food -- a fresh vegetable for example -- in her corner grocery will assume that the supply of that vegetable is limited all over town and become very disturbed. If she hears that wholesale supplies of that food are about equal to last year, she will be relieved and shop further. Shoppers need to know what local food situation really is so that they need not depend on unfounded rumors. If a certain food is less plentiful, the Market News man can help you and your listeners to understand why and he may be able to indicate future supplies. You can offer suggestions for stretching that food or mention alternate choices of similar food value.

We found it very interesting to examine a volume called an "Unload Report" by the Market News man who gave it to us. The full title on this report was as follows, "Rail, Boat, and Truck Unloads of Fresh Fruits and Vegetables at Philadelphia." (Calendar year 1942.) These reports are made up at each center where there is a Market News Office.

At first glance this resume seemed as incomprehensible as a Chinese timetable. After a few moments examination, it proved to be a wonderful fund of information. All fruits and vegetables from Anise to Watermelons and including Peanuts and Christmas trees under Miscellaneous Commodities, were listed. They were itemized to show monthly receipts and the states of origin with a comparison for 1941. One can quickly determine how many carloads of beans were received, what month receipts were heaviest, and every state that shipped into the market.

Large supplies of these yearly market summaries may not be available but the Market News man in your area would be glad to supply you with one copy for your files.

CALL EARLY PLEASE

The Market News man is a busy person. Since his working day begins at five, it must end early and he has a great many deadlines to meet. Remember to call for information before 1:30 p.m. and make your questions brief and specific. It might be wise to establish an understanding as to the type of information you will want daily or weekly. In some cities the Market News man provides a list of the GOOD, BETTER, AND BEST food buys each week to radio and newspaper food editors.

MARKET NEWS MEN IN THE NORTHEAST REGION

(Every city does not have a Market News man. These are the ones on the Northeast Region.)

State	City	Branch or Division	Address	Market News Man
MAINE	Presque Isle	Fruit & Vegetable	Federal Building	S. W. Russell
MARYLAND	Baltimore	Dairy & Poultry Fruit & Vegetable	801 Appraisers Stores Gay & Lombard Streets	W. E. Harrison
	Baltimore	Livestock	Rm 3, Claremont Hotel Union Stockyards	L. C. Uhl, Jr.
MASSACHUSETTS	Boston	Fruit & Vegetable	725 Appraisers Stores 408 Atlantic Avenue	H. S. Stiles
	Boston	Livestock	704 Appraisers Stores 408 Atlantic Avenue	E. S. Higgins
NEW YORK	Buffalo	Livestock	Stockyards Office	A. J. Ryan
	New York City	Fruit & Vegetable	641 Washington St.	M. M. Thomas
	New York City	Livestock	641 Washington St.	J. A. Burgess
	Rochester	Fruit & Vegetable	300 Terminal Bldg. 65 Broad Street	J. C. Keller
PENNSYLVANIA	Philadelphia	Dairy & Poultry	604-C U. S. Custom House	W. B. S. Woodward
		Fruit & Vegetable	604-F " " "	E. R. Biddle
		Livestock	604-H " " "	C. M. Harris
	Pittsburgh	Fruit & Vegetable	501 Bessemer Bldg.	J. K. Boyd

142
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1943

Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

New York, N.Y.
Mar. 6, 1943

THE THREE HORSEMEN OF WORLD WAR II

You know the names and natures of the infamous Four Horsemen...but have you heard about the deadly trio of horsemen riding in the shadow of the Black Market in meat? Their names are Deception, Destruction, and Disease.

The Deception we're talking about is practiced by the unscrupulous persons who place profits above patriotism...the ones who sell our soldiers and our allies down the river by cheating them out of the food that's as necessary to them as bullets. They chisel our civilian workers out of their fare share of meat supplies...and they let the honest packers and meat dealers play second fiddle to racketeers. Maybe you'll find it hard to believe, but Government agencies are actually having a hard time to get meat because of black market operations. This is in spite of record-breaking production of meat last year, and the allocation of a generous percentage of that to our soldiers and their allies. Not as many livestock have been slaughtered under Federal inspection as during the same period last year, and not nearly as many as expected, considering last year's production. Where is some of this meat going? Obviously, into the Black Market. Secretary Wickard recently said: "The black markets that have sprung up over the country have been compared to the speakeasies of the prohibition era. They are worse. Potentially, they represent not only lawlessness, but a threat to one of our most vital weapons of war. A waste of our food resources now will prolong the war and will cause the death of thousands upon thousands of American boys."

When it comes to the second horseman, Waste, this is something that when multiplied a thousand-fold, becomes of tremendous importance. Many critical or scarce materials, such as hides, lard and other fats, the livers, kidneys, hearts, tongues and sweetbreads, are often thrown away by the meat-legger. The variety meats mentioned are all high in energy-producing protein and will go a long way in stretching our meat supplies...it's criminal to waste them. Small pieces of meat are often left on the bones and discarded in black market slaughterings;

US Department of Agriculture
Food Distribution Administration

these, if handled in the usual legitimate way, would add to our stocks of sausage, luncheon meats, and other delicacies. Bones have recently taken on new importance in the war effort, especially for the making of military film. These, and other parts of slaughtered animals would also normally be processed and made into cattle and poultry feed, or perhaps, into fertilizers. The shortage of animal feeds and fertilizers which the farmers of our country are already facing is due at least in part to the tremendous waste of by-products by black marketeers. We don't need to point out the great need of hides, (the raw material for leather), or lard and the other fats. Again quoting Secretary Wickard: "In the national interest we must stamp out black markets and see to it that our food supply is fairly and wisely distributed. Every family in this land will suffer unless we manage our food supply wisely."

The third member of this ugly trio is Disease...the one which many fear the most. Black marketeers are aptly described as vultures, because they're not only often buying and butchering diseased animals, but slaughtering healthy animals under the worst possible conditions. Meat from black markets already have been accused of a part in at least one epidemic.

Who are the black marketeers? Sometimes they're small-town racketeers, who exceed the number of animals they're permitted to slaughter under Government regulations and sell the meat to dealers and others willing to pay above market prices. Then there are the big operators, in cities, who sell meat for prices higher than those permitted by the ceilings of the Office of Price Administration. There are wholesalers and retailers who up-grade meats they've bought in the black market, and make the consumer pay through the nose. There are other dealers and farmers who have become unwitting tools of the black market operators, because they do not know the new Government regulations. And don't forget the consumers...the people who've helped the black marketeers to grow rich...the ones who pay any price without question...or who change their patronage from their regular market to a new one which has suddenly installed a well-stocked meat counter.

You broadcasters can help to stamp out the Black Market just as you'd help to fight a forest fire. Remind your listeners of that last message from Bataan: "Lack of food proved our undoing!" Tell them that the Black Market already has brought shorter rations to fighting men all over the allied world...has lowered the amount of meat we'll receive when civilian meat rationing begins...and has brought a near-collapse of livestock marketing machinery in the United States. It's not too strong a statement to say that it has sentenced thousands of American soldiers to death, because it has lengthened the war.

Controls are due to become tighter and tighter...partly through price ceilings on meat at the retail level, some of which will have been announced by the time this reaches you. Your listeners will be influenced by what you tell them...so how about presenting the <u>true</u> picture of the Black Market in meat?

RETAIL CEILINGS ON EGGS

Retail ceiling prices on eggs were announced by OPA on March 1, based on the wholesale ceiling prices which came out last week. These nation-wide dollars and cents ceilings will become effective on March 11. The published list of prices which you have doubtless seen, covers Grade A, large size eggs. The prices will vary by grades and sizes, and by cities, also seasonally and according to the type of store. Speaking generally, the mark-up that retailers may add to their net costs will range from 12 to 17 percent, depending upon their volume of business, or approximately from 7 to 10 cents a dozen above the wholesale ceilings. The four retail grades and five sizes of eggs were listed in last week's ROUND-UP.

FOOD ORDER NO. 24 - CANNED FOODS -- TERMINATED

Termination of Food Distribution Order No. 24 (covered in last week's RADIO ROUND-UP) as of March 1, has been announced. The purpose of this order was to permit grocers during the last week of February, to stock up without restriction on the canned fruits, vegetables and juices covered by point rationing. With the opening of rationing, retailers and wholesalers receive their supplies of these canned goods in exchange for ration coupons or certificates.

FOOD DISTRIBUTION ORDER NO. 25 --COCOA

Many of us are finding it hard to buy cocoa in the grocery stores these days Cocoa beans are imported, and the shipping space from South and Central America and the West Coast of Africa is under allocation. Only a limited amount of space can be allowed cocoa. Furthermore, the ships have to come through submarine infested waters. As a result of these wartime conditions, the civilian supplies of cocoa products are limited.

The reason you aren't able to buy chocolate shot to decorate your cakes, or the chocolate covered novelties is because the manufacturer of these products is prohibited. Secretary of Agriculture Claude R. Wickard announced on March 1 Food Distribution Order No. 25, which continued the restriction on the manufacture of chocolate novelty items and other cocoa products. This order succeeds War Production Board Order M-145, as amended.

In addition, the amounts of cocoa beans that may be used for processing in any quarter are limited to 60 percent of the amount used during the corresponding period in 1941.

THAT 8-POINT VALUATION

It's a big argument these days...with plenty of people taking each side of the question. The people who had large stocks of canned goods and lost only 8 points from War Ration Book 2 for each excess can on hand are naturally rejoicing over their good fortune. They've lost only 8 points per can for food which will cost them, in some instances, two or three times as many points. Those who kept their advance purchases of canned goods down to the minimum are, in most cases, pretty indignant. They're going to have to start immediately buying canned goods at the point values announced. You're probably hearing a lot of complaining from the second group, and they're the ones to whom you may want to make some explanation.

OPA says it would have taken too long and have been impractical to determine the actual point value of each person's canned foods on hand, and to tear from the book the exact number of points. Each person would have had to submit a complete list of all processed foods on hand, listing exact sizes of all cans of 8 ounces or more. The common-sense alternative was to set an average value for all cans, at a figure fair to the greatest number of persons. It is known that a large number of persons keep a substantial stock of canned soups and of the small, so-called No. 1 cans of vegetables. The soups have a 6-point value; the No. 1 cans of vegetables have an average value of about 7-1/2 points. It's true, of course, that many persons have a greater number of large cans than of small ones. It seemed fairer, however, that they should benefit slightly than that actual hardship be imposed on those whose stocks were cheifly of the smaller cans. This would have been the result if the point value of excess cans of food had been set higher. OPA also stated that the use of the 8-point average was fairly simple and quick for the volunteer registration workers. The ration stamps come in only four denominations, 8, 5, 2 and 1, and it was necessary to leave the smaller stamps in the books. Then, too, the books were designed and printing was under way long before the point values had been set. There would have been substantial difficulties, therefore, in "tailoring" the books if the average had been set at a higher figure than 8 points.

GRADE LABELING REQUIRED

We've talked about grade labeling several times since last December, when first announcement was made that it would be required on the 1943 pack of canned fruits and vegetables. The regulation putting it into effect for canned grapefruit juice was issued in January, and now the OPA has announced that it will be required for the 1943 pack of all canned fruits and vegetables. There have been rumors to the contrary in the food industry, but it has been stated by Price Administrator Brown that grade labeling is absolutely essential to the effective control of canned fruit and vegetable prices during wartime. He stated that OPA price regulations must be tied in with quality to the end that every housewife shopping for rationed items will be able to know the grade of the product she is buying. Only by flat pricing by grades, Mr. Brown stated further, can the wide variation in quality and costs resulting from the packing of ungraded products from ungraded fruits and vegetables be reduced to understandable terms for price control purposes. By requiring grade labeling, OPA makes it possible to set uniform dollars-and-cents ceiling prices at the processor level and to carry these ceilings through to the final consumer.

WHAT'S BEST FOR BABY?

Here's important news for mothers of small babies, from Dr. Russell M. Wilder, Chief of our Civilian Foods Requirements Branch here in Washington. In an editorial appearing in the March 6 issue of the Journal of the American Medical Association Dr. Wilder reassures the mothers who have had difficulty in obtaining evaporated milk for baby feeding. Dr. Wilder says it is the expectation of FDA that sufficient supplies of evaporated milk to provide for the needs of children under two years of age will be assured. He states, however, that there is no promise that all brands will always be available in all localities. Even though mothers are buying certain brands of milk on the advice of their doctors, this lack of some specific brand need not be a reason for concern, since the composition of evaporated milk has less variation than almost any other canned food.

Regulations of the Food and Drug Administration require a minimum of 7.9 percent of milk fat, and 25.9 percent of total milk solids. Since a high percentage of fat in a formula might possibly cause digestive disturbances in infants, the fat content of evaporated milk is of major interest. The Food & Drug regulations establish a minimum, and since fat is the most expensive part of milk, manufacturers are not apt to leave more than the required amount in the product.

Dr. Wilder warns, however, that consideration must be given as to whether or not the milk is irradiated or fortified with Vitamin D, and to what extent. When an unfortified milk is used, an equivalent supply of Vitamin D should be given in some other way.

It is Dr. Wilder's feeling that physicians can do a real service to their patients by explaining these facts to mothers.

You broadcasters of women's programs can help pass these important facts along to mothers of young children.

VICTORY GARDENS FOR APARTMENT FARMERS

You broadcasters in large cities may be wondering how much good it will do the Victory Garden campaign for you to spend time talking about the importance of every family producing as large a portion of its own food as possible. The number of vegetables anybody can raise in a window box or a few flower pots is extremely limited...and it's hardly practical to plow up the small lawn which most apartment houses boast to make a Victory Garden. Quite a number of cities all over the country already have started to do something about this situation, however, and it might be a good idea for you to check up on what the Victory Garden Committee is doing in your own home town.

In Atlanta, for instance, the mayor has turned over about 1200 tax delinquent lots in various sections of the city, to be used for Victory Gardens. Montgomery County, Maryland, has voted funds to rent land and have it prepared for gardening for any group consisting of at least half a dozen families. Washington, D. C. is starting a number of helpful activities...Civilian Defense groups, each with a leader, are covering the city to work with Victory Gardeners; garden supervisors are being sponsored by the District Commissioners; parks and public property are being made available for gardens; women's clubs are establishing garden schools and lectures; and, of course, there are radio programs and newspaper columns devoted to gardening information.

One of the garden specialists of USDA suggests the following general ideas to get across to new gardeners: 1. Do the job thoroughly; 2. Don't waste; 3. Don't attempt too much; 4. Keep the nutritive values of the vegetables you plan to raise in mind; 5. Keep the table supplied from spring 'till frost.

One question which many people will surely raise is about garden tools...how many and what kind will be required. The vegetable specialists say you can get along with very few and still do a good job of gardening. All you need for a small garden space are: a spade or spading fork, a steel rake, a common hoe, a strong cord, and a couple of stakes to tie it to. A trowel is convenient for setting out small plants, but not strictly necessary...the corner of the hoe will serve. Probably the most important thing to tell would-be gardeners is to write to their own State Agricultural College for publications on gardening.

DUAL PERSONALITY FOOD PACKERS

The reason you're not finding much of one of the Nation's favorite popcorn confections these days is that the company which used to make it is now packing dried egg powder...250,000 cartons a day. The carton, however, is not much different from the one in which the popcorn used to be sold. This is just one of more than a dozen packers of similar specialties who have packaged the 100 million cartons of dried eggs which FDA has delivered for overseas shipment. There are 2,000 or more processing plants that supply foodstuffs to FDA, and of them, about 1 in every 10 has converted its operations in some way, while others are working overtime to adapt their facilities to wartime processing jobs. FDA is assisting processors in this conversion wherever possible.

A brick and tile company in Ohio is going into production of dehydrated potatoes, A Mississippi plant built for production of starch from sweet potatoes is now being converted to sweet potato dehydration. Two big mushroom-canning plants in Pennsylvania have converted to the canning of tomatoes and other important vegetables. Applejack distilleries are being considered as possible manufacturers of pectin, the essential agent for the jellying of fruits and extracts. Former sauerkraut canneries in several parts of the country are now successfully dehydrating cabbage for the Army and our allies. More dehydrated potatoes are coming from potato chip concerns in Minnesota and Pennsylvania.

The ability to switch from the processing of one commodity to another on short notice is an important war asset in many areas, particularly from the standpoint of insurance against waste in packing seasonal farm products. A canning plant in Massachusetts, for instance, is packing fish in one season and vegetables in another... with every precaution being taken to avoid mixing the flavors, of course. then, there's a Minnesota creamery association which is doing a double-barreled conversion job. They operate the same spray powder equipment night and day, switching from production of dry skim milk to dry egg powder and back again, several times a week...only a 2-hour intermission is necessary to change from one product to another.

These wartime conversions have helped to meet the need for packing more food, and packing it faster than we've ever needed to before. Furthermore, they've prevented partial or total shutdown of several factories...have kept trained personnel on the job...and have directly helped the war effort.

SECRETARY WICKARD WAGES WAR ON BLACK MARKETS

On March 5th, Secretary Wickard announced three orders in a new meat control program to curtail black markets, obtain more meat for war needs and insure fair distribution to civilians.

These orders require; 1. All slaughters must obtain a license or slaughter permit by April 1st, and all wholesale cuts must be stamped with slaughter's permit number. 2. Before April 1st, all livestock dealers must obtain permits to buy and sell. 3. All federally inspected meat packers are required to set aside whatever percentages of production are required from time to time by The Food Distribution Administration for war uses.

These orders evidence the government's determination to stamp out malpractices in meat selling. Every consumer has a responsibility to assist in this program by buying only through legtimate channels.

A ROUND PURPLE STAMP THAT MEANS "INSPECTED AND PASSED"

Since 1906 there has been a federal law requiring that meats which are shipped from state to state must pass federal inspection.

The round purple stamp which the inspector puts on a meat carcass which receives his O.K. is the shopper's guarantee that the meat is wholesome and was prepared under sanitary conditions.

Processed meats, such as saugage, liverwrust or canned meats, must be prepared under federal supervision if they are to be sold out of the state. They must meet definite standards which control adulteration and labeling.

Remind your listeners, who want assurance as to the wholesome quality of the meat they buy, to ask if the meat is federally inspected.

FARMERETTES TO THE RESCUE

Women and girls are showing a growing interest in farming these days. An increasing number has begun to move in to the training centers for farmerettes at Farmingdale, Long Island, Massachusetts State College and the University of Connecticut.

Unwilling to go to war industry centers because of housing difficulties and other inconveniences, many girls are training to help relieve the farm labor shortage. They are receiving training which equips them for jobs as tractor operators, dairy hands and poultry farm employees. In large cities information may also be obtained at the United States Employment Office.

The Farm Security Administration is recruiting, transporting and training these would be farmerettes.

LADIES ONLY

There is a very successful garden farm in South Hadley, Mass. which is run almost entirely by women. The grower, his wife and four daughters constitute the labor corps on this farm and when extra help is needed, Holyoke College girls are called in.

A TIP FOR YOUR RURAL LISTENERS

Your apartment dwelling audience won't be interested in this but your listeners who live in the country will be.

Every county has a War Board which is made up of representatives of all Agricultural Agencies in the county. It is their job to coordinate all action programs of the Department of Agriculture to meet war needs. They also cultivate the active cooperation of other government agencies.

Many calls are received in the regional office from persons who want to buy machinery or fertilizer. One man wanted to build a chicken house and wanted to know how to obtain the materials needed. Another wanted a loan to buy seed. We refer all such persons to their local USDA County War Board.

We suggest that you direct all calls for farm information to the local War Board.

These boards are not set up to take care of Victory Garden information.

SHOES, CARD-TABLES, RADIOS, VICTROLAS, AND.....POULTRY!

A Victory Barnyard in the heart of the world's largest store is dramatic evidence that both urban and suburban Americans have become conscious of the wartime food situation and are doing something about it! A complete departure in department store enterprise, this specialized poultry Barnyard has everything -- from vaccines to vitamins for raising chicks in the most up-to-date manner.

From Maine to West Virginia, thousands have already come to look, to wonder, and to buy. They're all kinds of folks -- sophisticates who are trying a new hobby, children who want "something to do" and production-conscious Americans who want to be sure of a source of good food for the family table for the duration.

One of the foremost poultry consultants in the country, hired specifically for the purpose, is giving advice to anyone who needs it. According to him, many customers have never known the difference between a pullet and a cockerel, and yet they are completely confident of doing a good job.

The idea for the Barnyard was conceived months ago by a buyer who wanted to raise poultry for his own family needs. He found that there was no one spot where he could get all the information and the equipment needed to do the job right. During the past several months, thousands of dollars worth of equipment have been bought by the store so that customers would be sure to get what they will need for raising anywhere from 25 chicks to 25,000. After a check-up on the questions asked, the store has developed a plan to sell "units" for raising chicks complete from furniture to feed.

Home production of poultry is one of Secretary Wickard's recommendations for alleviating wartime food problems. This program will not only save farm labor and increase home food production, but it will also conserve table waste which can be used for feed, and will save transportation facilities for more important wartime purposes.

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JUL 7 - 1943
U. S. DEPARTMENT OF AGRICULTURE

Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

New York, N. Y.
March 13, 1943

THE MEAT SITUATION

Meat is likely to be in the headlines more and more during the rest of this month. The establishment of retail ceiling prices on pork was the first of a number of such actions soon to be announced. It is likely that retail ceiling prices on beef will be in effect by the 1st of April, and by that date, we can also expect meat rationing to start.

Secretary Wickard's announcement on March 5 of a national meat management program was the opening gun in the war against black markets. An intensive campaign against this step-child of World War II is being prepared by the Department of Agriculture, OPA and OWI, about which you'll be hearing a lot very soon. We expect that next week's issue of RADIO ROUND-UP will give you more detailed information on this. We'll be depending on you directors of women's radio programs for your usual helpful cooperation.

FOOD DISTRIBUTION REGULATION NO. 1

This regulation, effective March 6, provides priorities on foods for Governmental agencies and essential civilian users. It transfers to USDA from the WPB authority to issue priorities on foods, and will be adminstered by FDA. The purpose of the regulation, generally, is as follows:

1. To enable Governmental agencies, such as the armed forces and Lend-Lease, to obtain food supplies promptly when needed.

2. To place the Department of Agriculture in a position to cause delivery of food to be made to meet emergency situations for certain essential civilian users, such as crews on ships not under Maritime Commission control, and other categories, where the time element in procuring food is of utmost importance.

US Department of Agriculture
Food Distribution Administration

Food Distribution Director Roy F. Hendrickson stressed the fact that priorities for essential civilian users of food will be issued only as a last resort in an emergency, after all other means to procure food have been exhausted. Furthermore, priorities will not be issued essential civilian users on rationed foods without concurrence of the OPA. This will assure proper coordination of rationing plans and food distribution.

FORECAST ON DAIRY SUPPLIES

Here's news about the dairy situation, from the Bureau of Agricultural Economics. Their latest report, dated February 20, states that civilian supplies of butter through March 31 are likely to be considerably smaller than in January. This is because of the 30% ordered set aside for direct war requirements, even though butter production is now running about 5% above a year earlier. As butter production increases seasonally, civilian supplies may increase slightly in later months. Civilian supplies of manufactured products other than butter are expected to be considerably smaller during the rest of the year than during the last quarter of 1942, or the first quarter of 1943.

Production of cheese and evaporated milk continue materially smaller. The order setting aside 50% of the production of Cheddar cheese for direct war purposes, however, is expected to have little effect on civilian supplies until the second quarter of the year.

The permanent ice cream limitation order, effective February 1, means only 65% as much ice cream for civilians as they had in 1942.

Milk production is expected to continue somewhat larger during the first half of 1943 than in the corresponding months of 1942.

SAVING THE MILK

Here's action that is helping to maintain our milk supply. Farm Security County Supervisors in 800 counties throughout the country have been authorized to buy good cows, promising young calves, and heifers which might otherwise go to the butcher. Due to the farm labor shortage and other wartime problems, there's been a tendency to send some of these good dairy cattle to slaughter. Whenever possible, the FSA supervisors try to check this practice by putting the farmer in touch with workers so that he can keep his herd intact. If this isn't advisable, they buy the cattle and resell them to farmers who can handle them. So far, several thousand tested animals have been bought and sold since the program started in late January.

BIRTHDAY LUNCHEON

What might be called a luncheon of the future was held in Washington last Thursday, at the Statler Hotel in Washington, D. C...a luncheon at which the entire menu was composed of dehydrated foods. Edward Stettinius, Lend-Lease Administrator was host, and the occasion was the observance of the second anniversary of Lend-Lease. Since dehydrated foods have played such an important part in meeting the food requirements of our Allies, it was most appropriate that they should have been

featured at this luncheon. You'll probably be interested in the menu, which follows:

Puree of Soya
Meat Loaf (Mixture of pork, beef
and soya grits) - Cranberries
Mashed Potatoes - Carrots - Cabbage
Beet Salad - Cheese
Army Ration Biscuit
Margarine
Egg Custard
Milk (reconstituted powdered whole milk)

Interesting displays of dehydrated foods were made at the luncheon, by the War Department and the Department of Agriculture, as well as by a number of industrial firms.

FOOD DISTRIBUTION ORDER NO. 29
PEANUT, SOYBEAN, COTTONSEED & CORN OILS

The commercial use of these important edible oils will be controlled on a monthly allocation basis, under this Food Order just issued by Secretary Wickard, effective April 16. The order was considered necessary to provide a satisfactory distribution of these four major vegetable oils. Supplies are considered adequate to meet immediate requirements but the margin of supply is small, and control is necessary to be sure the most essential needs are met.

The movements of these oils are controlled between crushers, refiners, industrial users, shortening manufacturers and margarine manufacturers. Movement to or between wholesale or retail dealers is not included. Each month an allocation of each of the four oils will be made according to civilian and war agency requirements.

As pointed out in a recent issue of RADIO ROUND-UP, peanut oil is one of the most useful of all edible oils, being especially desirable for use in deep fat frying, in shortening, margarine, and salad oil. It also has industrial use as a textile lubricant, and in the dyeing industry. Soybean oil has similar edible uses and in addition is used for synthetic resins for varnish enamels, plastics and other purposes. Also it has an important use in making metal castings for military equipment. The primary uses of cottonseed oil are for margarine, shortening, salad oils and dressings. Corn oil, a by-product of the corn-grinding industry, is now being produced on a record scale. It is used mainly as a salad and cooking oil, and has minor industrial uses.

YES WE HAVE NO _____ (?)

Those occasional shortages in green vegetables which most markets are experiencing these days go back to a great extent to the mid-February freeze in Florida, as you broadcasters doubtless realize. You'll be glad, therefore, to hear of a report from the Bureau of Agriculture Economics, USDA, issued March 6, which states that conditions affecting truck crops were fairly favorable during the last of February. Cold weather and rains in some sections, however, retarded growth and delayed field work, and there was a short cold wave which did a little damage to some of the tender vegetables.

Don't be surprised if there are similar shortages of some commodities a bit later in the spring, though. Low temperatures after March 1 indicate delayed development of commercial truck crops in Alabama, Mississippi, Louisiana, and parts of Texas, and other less advanced southern sections. The extent of the damage cannot be determined at this time, but some delay in maturity of crops in these sections is inevitable.

Broadcasters can be of practical help to homemakers by suggesting the use of the vegetables which can be found in the markets during periods when the variety is likely to be somewhat limited. The Wartime Food Bulletin furnished your station by FDA Market News men are a perfect source of this information.

MORE QUESTIONS & ANSWERS ON POINT RATIONING

Here are some more questions which have come up since point rationing started, and you broadcasters may have run up against them too, so we're presenting them, along with the answers.

Q. I buy my food from the same grocer, and order all of it by phone. May I leave my ration book at the store and authorize the dealer to remove stamps for the food I order?
A. Yes, you may authorize your dealer to act as your agent in deducting stamps from your ration book.

Q. What can I do if I get a swelled can of food from my grocer?
A. Return it, and ask him for a perfect can to replace it.

Q. If I have a surplus of canned corn and tomatoes, may I exchange them for foods I need but do not have?
A. Yes, you may exchange canned goods of equal point value with your grocer, if he is willing, or with neighbors and friends.

Q. If I don't need to buy rationed foods during the first month of rationing, may I save my stamps to use later?
A. No. Point stamps become invalid at the end of each ration period, just the same as sugar and coffee stamps.

Q. What should be done with the point ration books of men going into service?
A. If they are going to eat at an Army mess, the books should be returned to the local Ration Board.

Q. Do men in the Merchant Marine turn in their ration books to their local Boards when they ship out on a trip?
A. If the sailor is leaving the country for 30 days or more, the book should be turned in. When he returns home, he may get the book from the Board for use while in the United States.

SLICED BREAD IS BACK AGAIN!

The people who've been struggling with those loaves of unsliced bread, wondering whether they'll ever learn the trick, have been able to relax since March 8...sliced bread is back again! An amendment to Food Distribution Order No. 1, the Bread Order, was issued on that day by Secretary Wickard,

permitting bakers to resume the slicing of bread and rolls generally, as well as for restaurants, hotels, institutions, and commissaries. The restriction on waxed paper continues, however, and only one thickness of paper may be used for wrapping bread and rolls.

Restaurants and other mass eating centers have reported much difficulty in obtaining slicing equipment and labor for slicing. Bakers have told of their troubles in making a djustments in machinery so as to have for sale both sliced and unsliced bread, and have asked for one or the other. In view of the difficulty of mass feeding centers meeting their requirements for service, it was determined to eliminate the prohibition on slicing.

Secretary Wickard pointed out that the elimination of slicing had been intended to effect economies in the manufacture of bread and in the use of paper, but that experience with the order had indicated the savings are not as much as had been expected. "In other words", stated Mr. Wickard, "the disadvantages of the order, in my opinion, outweigh the advantages, and the order, therefore is being rescinded."

VICTORY GARDEN LEADERS

The promotional phase of the Victory garden program is now at its peak, the next phase should center on garden instruction to help beginners. So, anything you can do to encourage qualified persons to volunteer their services as garden leaders will help the home food production cause. Their work will prove most effective, of course, if they cooperate with neighborhood and community garden committees.

PROGRAM NOTES

Feeding Our Men in Foreign Countries

Wherever local supplies of meat and other foods are available to our soldiers stationed abroad, full use is made of them, insofar as possible. Naturally, these local foods are not available in sufficient quantities to keep our men well fed, and can only supplement supplies we ship to them. Australia and New Zealand, however, have made themselves severely short of several important foodstuffs in order to feed our soldiers. In Great Britain, where food supplies are definitely limited, our troops are being furnished with substantial amounts of locally produced fresh vegetables and other foods. These facts may help you in answering questions from listeners as to whether or not it is really necessary to ship so much food to our troops on foreign soil.

America's Smallest War Factory

That's what the Utah Poultry Producers' Cooperative Association recently called the hen...and we have 397 million laying hens in the U. S. They pointed out that because of the concentrated food value of eggs, every one of these hens is literally a war factory, working day and night to help win the war.

When you're suggesting eggs as a meat alternate, how about this for a slogan: "Eggs are right...morning, noon, or night!

A Billion Buzzing Baby Bees

That's what sourthern beekeepers ship north every spring, beginning late in March to pep up northern bee colonies which have lost bees during the winter, and also to help increase more than 50 agricultural crops. Yes, it's perfectly true that many varieties of apples, most legumes, and many other fruits and vegetables either depend upon honeybees for pollination, or yield more abundantly when bees are plentiful. Bees are the only pollinating insects whose movement can be controlled by man, and are absolutely essential to a successful crop of many fruits. They are especially valuable in increasing the yield of legumes, and, you know, we are shipping many millions of pounds of seed of clovers to the devasted areas abroad.

The beekeepers call these southern cousins "package bees", because that's the way they're bought, by the pound. A 2-pound package of baby bees, totaling perhaps 7,000 individuals, with the aid of a young and vigorous queen, may expand within about 10 weeks into a colony of more than 40,000 bees.

A Survey Of The Meat Program

The office of Defense Health and Welfare requested the Bureau of Agricultural Economics to make an analysis of the organization used and results of the Share the Meat Campaign in Rhode Island. A representative group of housewives, 756 in all, were interviewed.

Radio and the newspapers were named as chief sources of information on this program. Three fourths of the group reported that they knew of the program. Only 12 percent named house to house visits as the means by which they had heard of the campaign, but 70 percent of those visited named this as the most effective way of telling the story.

One half the urban families and 61 percent of the rural families reported that they were not accustomed to using more than two and one half pounds of meat per adult each week. Over three fourths of the housewives said they had reduced meat consumption this winter because of the meat shortages.

Over one half the families consumed more poultry, fish, beans, eggs, cheese and peas last winter. Nearly half also used more meat stretching recipes and one out of five housewives reported increased use of meat organs.

The study in Rhode Island indicates that State and local nutrition committees, assisted by Agricultural Extension Service have done a good job to prepare the homemakers for the meat rationing programs which begins April first.

Don't Let That Victory Garden Wash Away!

This balmy weather makes prospective Victory Gardeners go out and survey their garden photos and starts them guessing as to when the frost will be out of the soil.

From the soil conservation service comes a tip that some gardeners may have overlooked. If a garden plot slopes very appreciably and they are apt to in rolling New England, soil erosion may cause a lot of damage and cut down vegetable yeilds if it is not prevented. Erosion carries away topsoil and plant food and wastes rain water.

Here are a few simple precautions that will prevent waste of soil, labor seed and fertilizer.

First of all, plant your rows the way a modern farmer does, across the slope, never up and down.

Strips of undisturbed sod running across the slope are an additional safeguard. These strips serve as checks to the damaging flow of water and can be used as walks or paths.

If there is danger of water running over the garden from higher land, a combination of a ditch and a ridge made from the soil dug from the ditch will usually serve to divert the water. The ditch should run across the slope and should have a slight grade ending preferably in awell sodded or bushy spot where the water will disperse without damage.

Mulching is another good conservation gardening practice. Straw, hay, grass clippings, old leaves and any other sort of plant residue can be used for a mulch which will help control erosion and conserve water and at the same time discourage the growth of weeds.

Meats, Edible Fats and Oils, Cheese and Canned Fish Due For Rationing Soon

Secretary Wickard has authorized the Office of Price Administration to institute rationing of meats, edible fats and oils, (including butter), cheese, and canned fish, on or before April 1,

The Department of Agriculture has also announced estimated quantities of meats, fats, and oils, and cheese that will be available for civilians during the last nine months of 1943. "Point rationing will go a long way toward assuring the equitable distribution of these important foods", the Secretary said.

The per capita supply of meat available to civilians per week- retail weight basis will average about 2 1/4 pounds during April, May and June. This includes meat produced and consumed on farms, in public eating places and institutions where no ration coupons will be required. Weekly point rations of meat for individual consumers will average around 2 pounds per person, depending on point values for various types and cuts.

Covered under point rationing are all fresh, frozen, cured, smoked and canned meats and meat products, from cattle, calves, sheep, lambs and swine. Variety meats from these animals, such as liver, heart and sweet breads will be rationed also.

Civilian supplies of fats and oils for the last 9 months of 1943 are somewhat larger than expected earlier. An average of about 33 pounds per capita will be available for the 9 month period.

For personal consumption, it has been estimated that the butter ration for the 9 month period will be 11 pounds; shortening, 6.7 pounds; lard, 8.9 pounds,

and margarine 2.9 pounds. This represents about 87 percent of the allowance. The remaining 13 percent is represented by manufactured food such as mayonnaise and bakery products.

Civilian consumption of fats is expected to total 56 pounds in 1943 as compared with slightly under 50 pounds in 1942.

An average of about 1.4 pounds of cheese per capita will be available for civilians during the 3 month period from April 1 to June 30. This includes cottage, pot, and bakers cheese. Civilian consumption of cheese in 1942 was 6.5 pounds per capita and for 1943 it is expected to be 5.7 pounds.

Apples A Victory Food In Boston

The exceptionally large supplies of apples in cold storage in Boston and are have prompted the Food Distribution Administration to designate Apples a Victory Food for that city. From March 17th until March 27, grocers will feature apples.

This is the first time that any commodity has been named a Victory Food for just one Metropolitan area. Designations of fruits and vegetables on Victory Food on a local basis may be made throughout the Northeast during the coming growing season to call consumer's attention to "good buys" in their immediate markets. Last year Victory Foods were featured on a national or on a wide regional basis.

Woman Power In Pennsylvania

Our Pennsylvania correspondent brings word that several women in his state are definitely in the front line of food production. His figures as to the number of women who are operating farms are not yet complete but he mentioned some outstanding examples.

Mrs. Raymond Hoover of Chambersburg, Pa. raised 22,000 turkeys on her turkey farm last year and expects to increase the number this year.

Mrs. Louella E. Barner of Kutstown, Pa. is keeping a major farm operation going since her husband's death a year or so ago. There is about 128 acres under cultivation. Farm Egg production is about 2,000 dozens per year.

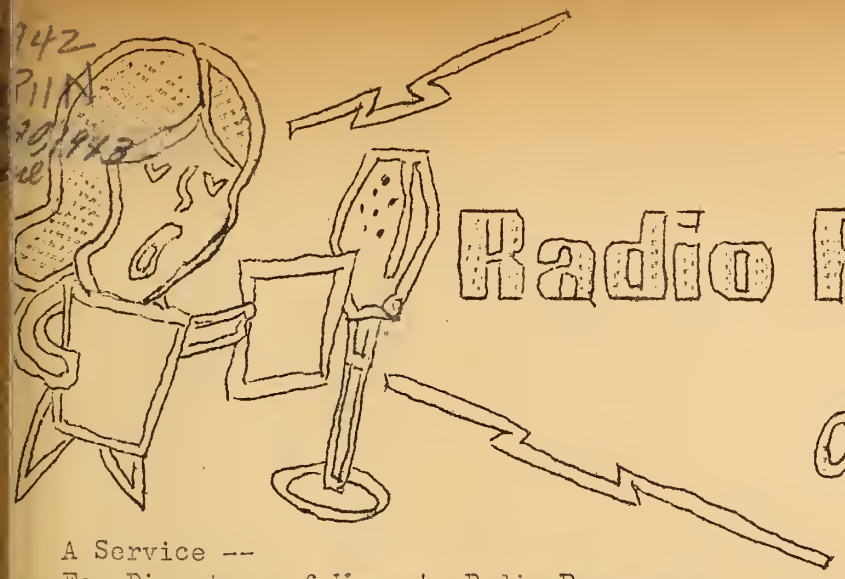
Two farm women were cited as being prominent in conservation work. One, Mrs. Blanche A. Swope, of Saluvia, is putting on an erosion control demonstration of her farm in addition to producing milk, pork and poultry and raising tomatoes for canning.

It is evident that women with experience can do a good job of taking over our food factories -- if we may so term a farm.

A Baby Speaks His Mind

Have you seen that belligerent little rascal who is talking about corn syrup from the magazine pages these days? He is advising mothers who can't find corn syrup to drop a card to headquarters. We talked to the New York office and they tell us that they've been able to take care of all requests. This is something new in the way of solving problems of maldistribution of food supplies.

Baby needs are given first attention by the Food Industries Committees too. Reports from the area and state supervisors of FDA in the northeast region say that requests for evaporated milk for formulaes receive prompt action.



Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

New York, N.Y.
Mar. 20, 1943

CHAPTER II OF WAR RATION BOOK II

Even though we start the first of next month "in the red", so to speak, paradoxically, we'll be better off than we have been in recent months. Those red stamps in War Ration Book Two will bring each of us a fair share of the foods which have become more and more scarce as the weeks have passed. As you know, meats edible fats and oils, (including butter), cheese and canned fish will be rationed, beginning at midnight, Sunday, March 28th. Just so that you'll be able to answer any questions you're asked about exactly what is rationed and what is not rationed, here's a list for you to keep in your files.

THESE FOODS WILL BE RATIONED:

Meats, including all fresh, frozen, smoked, and cured beef, veal, lamb & pork.
All meats and meat products in containers of tin or glass.
All dried meats.
Variety meats, including tongues, brains, hearts, livers, tripe, sweetbreads, kidneys.
Bouillion cubes, beef extracts, and similar concentrates.
All dry, semi-dry, and fresh, smoked and cooked sausage, including salami, pork sausage, baked loaves, wieners, scrapple, souse, head cheese and others.
Suet, cod, and other fats. (Cod is a special kind of beef fat.)
All fish, shellfish, and fish products in hermetically sealed containers.
Fats & Oils, including butter, margarine, lard, shortening, cooking & salad oils.
Cheese of all kinds except those expressly excluded; rationed cheese include: Cheddar (American), Swiss, brick, Munster, Limburger, Dehydrated Grated, Club, Gouda, Edam, Smoked, Italian & Greek (all hard varieties) processed cheese, cheese foods; cheese products containing

U.S. Department of Agriculture
Food Distribution Administration

30% or more by weight of rationed cheeses.

THE FOLLOWING FOODS ARE NOT RATIONED:

Fresh fish; frozen fish; smoked, salt, pickled fish; fish in containers that are not hermitically sealed
All poultry and game, whether fresh, frozen, or in cans or glass
Olive oil when not blended with other ingredients; salad dressings & mayonnaise
Soft or perishable cheeses, such as cream cheese, Neufchatel, cottage, pot, baker's, Camembert, Liederkranz, Brie, Blue; cheese spreads made with a base of cheese which is not rationed; cheese spreads and cheese products containing less than 30% by weight of rationed cheeses.

Discourage Hoarding

This new rationing program does not require any declaration by consumers of the amount of rationed foods on hand when rationing starts. This exemption extends to stocks of food in the frozen locker-plants largely used by farmers for storing meat which they produce and slaughter for home consumption. We all know there are some chiselers who won't be restrained by any considerations of fair play from stocking up ahead of rationing. It might be well for you broadcasters to do a bit of "missionary work" between now and the 29th, however, pointing out that the privilege of being an American ought to be enough to restrain anybody from hoarding any of the foods on this list. OPA has announced that the descision on whether it will be necessary to freeze retail sales on any of the rationed items which could be stored will depend on how public buying proceeds during the next week or so. In no event, however, will there be a freeze of sales of meats.

Explain Validation Dates of Stamps

Here is a point which may require a bit of extra emphasis and explaining. As you've heard, no doubt, the basic allotment to each holder of War Ration Book Two is 16 points a week. During the first five weekly periods, red stamps will become valid and will expire as follows:

Week Beginning	Red Stamps Bearing Letter	Stamps Expire
March 29	A - 16 points	April 30
April 4	B - 16 points	April 30
April 11	C - 16 points	April 30
April 18	D - 16 points	April 30
April 25	E - 16 points	To be announced

You will note that each group of stamps amounting to 16 points becomes valid at the beginning of a different week, but that they're all good throughout the month. This will serve to distribute consumer purchases more evenly through the month, and prevent a sudden rush on rationed foods at the beginning of the month. It should be made clear to consumers, however, that the stamps will be good through April 30, as we've heard that some people have the impression that each group of stamps can be used only during the week in which it becomes valid.

Stamps May Be Used Interchangeably

Shopping with the red stamps will be just as simple as the blue stamp shopping for canned goods. As each series becomes valid, it may be used with complete freedom of choice to buy meats, cheese, canned fish, butter and/or the other edible fats and oils. The homemaker will thus be able to spend her stamps to suit her family's eating habits.

Point Values to be Announced Soon

The official point values of the rationed foods will be made public during the week of March 22. They will be stated on a per pound basis, with differences in values set according to supply and demand. In the case of meat, point values will vary also with the edible meat content of the various cuts and products. Changes in point values may be made from time to time, probably not oftener than once a month, to reflect changes in supply and consumer demand.

Change in Ration Stamps Permitted

One difference between the handling of the blue and the red stamps is that retailers are permitted to give "change" in red stamps, where a customer finds it impossible to give the exact amount of stamps required for a purchase. One-point red stamps only of any valid series, will be used for this purpose.

As in the case of the blue stamps, however, the red stamps must be removed from the book only in the presence of the storekeeper or his clerk. If rationed food is ordered by phone, stamps must be given to the delivery boy. No "credit" in points may be given.

Rationed Foods in Restaurants & Hotels

Tell your listeners that they needn't feel that the folks who eat in hotels and restaurants will have a great advantage over them when it comes to rationed foods. OPA announces that all restaurants, hotels and other institutional users will be allotted supplies of the rationed foods. These allotments will be on a basis that will reduce their use of these foods to approximately the same level as that of the ones who eat their meals at home all the time.

MORE QUESTIONS AND ANSWERS ON POINT RATIONING

New problems regarding point rationing keep coming up, and as we hear of them, we pass them on to you, together with the answers. Here's the latest crop.

Q. My baby is on a diet which required more canned baby food than I can buy with my present ration allowance. How can I get more?

A. By presenting to your local War Price and Ration Board a statement signed by a licensed physician, stating why the present allowances are insufficient for the child's diet. This must also state how much more of the processed food he needs, and why fresh and unrationed foods cannot be used to supplement the ration.

Q. How can a blind person, living alone, get an extra allowance of rationed canned food?
A. Anyone who needs an extra allowance of canned food because he is ill or physically handicapped may get a certificate for the additional amount he needs by presenting the Board with a signed statement from his doctor, stating why such extra allowances are necessary, and certifying further that unrationed foods cannot be used instead.

Q. Are ingredients for Chinese dishes, such as canned bean sprouts, canned bamboo sprous, and water chestnuts, rationed?
A. Yes...all these canned products are rationed.

Q. How can church groups get rationed foods for church suppers?
A. The minister or other representative of the church as an institution may get a certificate for the necessary rationed food by applying to the local Board.

Q. Suppose I live in a boarding house and turn in my ration book at the beginning of a month. How can I get stamps to use if I move before the end of the month?
A. If you live in a boarding house where 50 or more people eat, no stamps will be removed from your book. If stamps have been taken out, ask your boarding house to make a satisfactory adjustment.

Q. How can I find out about the point value of dry peas, beans, and lentils, and of dehydrated soups not listed on the Table of Point Values?
A. The point value of all dry beans is 8 points per pound, and of dried and dehydrated soups 16 points. These point prices are found on the packages of dried foods, or on the shelves from which they are sold.

Q. How are rationed dried fruits which are part of packages that also contain non-rationed foods handled under the rationing program?
A. The retailer will have to determine the weight of the rationed foods the package contains and ask consumers to surrender points accordingly.

Q. Are dried parsley and dried onion flakes rationed?
A. No. The only dried vegetables rationed are peas, beans, and lentils.

Q. The registrar made a mistake in deducting stamps when she tailored my Ration Book 2. How can I have this error corrected?
A. Present your complaint to the local Board for adjustment.

THERE'VE BEEN SOME CHANGES MADE!

The past week or so has brought a couple of changes in point values of rationed foods. Dried and dehydrated prunes and raisins were reduced from 20 to 12 points per pound which helps eliminate an inequality in the original point value table. (As these values are set up, the value of a pound was 20 points, whereas the pound value in fractional amounts totaled only 12 points.) At the same time, dates and figs not hermetically sealed were removed from the list of rationed foods entirely. This was done because of the perishability of these foods, particularly as warm weather approaches.

The second reduction in point values covers dry beans, peas and lentils,

which have been lowered from 8 to 4 points per pound. This change was made for several reasons, the principal one being that the national supply of these products is larger now than when point values were originally announced. USDA's efforts to increase the stocks of these important foods has resulted in bringing substantial quantities, particularly of dry beans, into this country from Mexico and other sources. Now you have a chance to talk up the old-fashioned Saturday night supper of baked beans, a New England specialty that's become a favorite in many parts of the country. Then there's the thick, delicious dried pea soup that men like especially...the children will love it too. You'll do well to feature these foods, which are high in nutritional value but fairly low in point stamps and pennies.

And while we're speaking of changes, here's a reminder that the next coffee ration period is shorter...only five instead of six weeks, which will be good news to coffee lovers. Stamp No. 26 will be good for one pound of coffee during the five weeks between March 22 and April 25. According to OPA this amounts to a 16% increase in the national coffee ration, and exemplifies one of the basic principles of OPA policy...that of relaxing rationing restrictions whenever circumstances permit.

QUICK CHANGE

To encourage your listeners to save waste fats, you might tell them that OWI has just assured us that the salvaged oils and fats are being turned into war products a little more than three weeks after they leave the kitchen. American soap manufacturers and munition makers have stepped up production methods since the beginning of the war, and are rapidly converting fats into glycerine and other war materials. There is no U. S. Glycerine industry, as such, since glycerine is a by-product of soap manufacture, and of the candle-making industry. Chemists of the soap industry are studying possible further refinements of technique, so that production may be still further increased.

OWI warns that production of vital glycerine would be seriously jeopardized if it were not for the reserve source of supply we have in the kitchen fats that homemakers in this country normally throw away...estimated at a billion pounds every year. Only one tablespoonful a day from every household would more than meet our goal of 200,000,000 pounds for 1943. Therefore, fat salvage is one of the nearest-at-hand, least costly, and quickest ways in which American women can back up their men in the services.

SHARE YOUR SEEDS

Victory Garden stories coming from all over the country indicate that the widespread interest in gardening is resulting in an amazing demand for vegetable seed. In view of this, USDA feels it may help prevent seed waste if you encourage gardeners to share packets of seed wherever possible. Particularly where the garden is small, a half packet is often enough. If two gardeners planned to share one packet in such cases, considerable saving might be made.

HOW MUCH MEAT IN 1943? You've heard and read about certain amounts of meat in pounds and ounces which consumers can expect to buy per week during 1943. This has been interpreted as meaning that if there are four in the family then the housewife can expect to buy four times that amount each week for her household. You should make it clear to every listener however, that she should make her plans to buy meat by points rather than by pounds. Naturally if she buys spareribs, she'll get a greater weight than if she buys tenderloin steak because her points will allow her to buy more spare ribs than tenderloin. Exactly how many pounds she gets will depend on how she spends her points.

Another thing which should be made clear to consumers is that, in most cases the figures used in connection with pounds of meat per capita have included much more than meat the homemaker buys in her market. Specifically, the meat farmers slaughter on the farm and eat at home and that served at restaurants, hotels, clubs, institutions and other eating places has been counted in.

A third point we hope you'll bring out is that meat markets in all parts of the country will have a complete selection of meat on Monday morning, March 29, when meat rationing begins. There are problems of distribution to be worked out and the sections of the country which have been short civilian supplies of meat may not be able to replenish their stocks immediately. During the necessary adjustment period consumers may still run up against meat shortages and you broadcasters can do much to help them understand what's behind it all.

NEWS FROM THE NORTHEAST REGION

FROM POTATOES TO POWDER IN PENNSYLVANIA!

Note--This story came in from the regional office of Farm Security Administration. It was very interesting to me. I believe you will like it. Therefore, I am passing it on to you - a story of food at war.

North Girard, Pa. ---Bound for Lend-Lease shipment overseas, the first carload of dehydrated potatoes left the Northwest Potato Cooperative Association plant here today as the unit went back into production after a two-year shutdown.

The car contained 25,000 pounds of the dehydrated product, neatly tinned and boxed for safety in shipment. In its original form, the carload represented more than 100 tons of potatoes. When producing at full speed three shifts per day, the output is expected to rise to over a ton of finished product per day, a raw material capacity of close to ten tons.

Opened originally by a group of Erie, Crawford and Mercer County farmers as a means of disposing of lower-grade potatoes, the plant functioned for only a few months before succumbing to technical difficulties. One of the first three such plants in the nation, it laid idle until this fall when the original operators joined by some 60 small farmers of the three counties, sought a loan through the Farm Security Administration of the Department of Agriculture for re-opening of the unit.

Granted the loan, but still beset by operating difficulties, production on a small scale began in November. Officials of the Agricultural Marketing Administration, another U.S.D.A. agency, inspected the plant and its output,

then promptly contracted for the entire output, urging at the same time that facilities be expanded to increase output four-fold.

After priority wrangles, assurance of new equipment was given late last year and delivery of two new heating units is expected within ten weeks. Installation of a new home-designed, home built blanching is under way and expected to step up output and increase quality at the same time. Members of the cooperative 'thought it up' themselves and are now 'puttin' it together while snow flies!

Operated by native local labor throughout except for Manager Truman Oliver, imported from Cortland, N. Y. to supervise the tiny factory, the NPCA needs a staff of a dozen operators per shift as well as a manager and two office employes. When operating on a round-the-clock schedule it will be the second largest industry of this tiny community, as well as the state's only plant devoted to potato dehydration exclusively.

Housed in an abandoned cannery bought for little more than the proverbial song, the co-op depends on machinery for every operation save the tedious job of skewering the eyes from the machine-peeled potatoes. Four girls spear the eyes from almost three ton of five of 'spuds' in an eight-hour shift. Peeled and 'eyed,' the potatoes go to a vat for sterilizing. Without a brief bath in boiling water, spoilage takes place. The cooked raw material goes from the steaming vats to the hopper of an extruder which grinds the potatoes to small pieces and squirts them on a moving belt. This in turn distributes them on a slow-moving platform which progresses its slow 50-minute course through the actual dehydrator, emerging as a shredded, light-brown mass which must then be crushed and crumbled, strained through a coarse screen, then packed in sealed tins, and boxed for shipment.

Levan Alcorn, FSA Supervisor for the tri-county area and guiding figure in the reopening of the plant, said he expected the unit to become financially stable and hit a steady up-grade as soon as operations on more than one shift are undertaken and the remaining minor wrinkles in the actual manufacture are worked out.

"This plant means not only another step toward keeping our armed forces and our nation the best fed in the world," Alcorn said, "but it means a big step forward for our Northwestern Pennslyvania potato growers through providing a permanent, big-scale market for potatoes of all grades."

Alcorn pointed out that the dehydrating process reduces water content by almost 80 percent, making a shipload of the dry product eight times as valuable as the raw product. He said that in current operations, five bushels of potatoes, approximately 300 pounds, are converted into four cans of approximately five-gallon size, weighing slightly more than 40 pounds.

He pointed at the first carload. "That shows what farmers can do when they get together," he said, "and when there's someone around to give them a little help in getting going. And this is only the beginning. Watch those potatoes roll from now on."

YOUR REGIONAL REPORTER GOES TO A CANNING CONFERENCE!

You are interested in canning! Your audience is interested in canning. Toss the words "home canning" into any crowd these days and the result is a positive flurry of opinions, convictions and questions. Obviously there is a great demand for canning information and the demand will increase as seeds go into the ground and harvest time is anticipated.

You and your audience will be glad to know that there is a wealth of information available on canning, preserving and drying. The first large scale canning and preserving conference to be held in the Northeast region was given by The New York State College of Home Economics on March 16th, 17th, and 18th.

Your reporter was fortunate enough to attend two days of this amazing conference at Cornell, in Ithaca, New York. It was amazing to me for these reasons. The meetings began and ended promptly on schedule. Information came out of each session promptly and completely, like guns off a production line. Each session was filled with vitally pertinent and practical facts concerning all phases of food preservation.

To quote from the memo which reached me before the meeting, "The purpose of the school is to educate people throughout New York State in the various methods of food preservation and conservation which includes canning, drying and desiccating. (I looked that up - it means "To preserve by taking moisture from, as various kinds of food." I'm not quite sure how that differs from just drying but I wasn't able to stay for the question session Friday.) Whatever it was, I'm sure we learned how to do it.

Personally, after just two days of that three day conference I feel supremely confident that I could can, dry or in some way preserve almost any form of fruit, fowl or vegetable that came my way if the food was freshly picked or killed, of course. What is more, I feel that we can teach every intelligent woman, who really is sincere about learning food preservation, the practical methods which best suit her needs.
BUT I AM TERRIBLY IMPRESSED WITH THE FACT THAT IN ORDER TO PRESERVE FOOD SAFELY, A WOMAN MUST BE ARMED WITH INFORMATION CONCERNING HER SPECIAL PROBLEMS. We -- have -- a -- big -- job -- to -- do, don't we?

From this New York conference food conservation information will spread far. Home demonstration agents, teachers, 4-H leaders from New York State were present and participating actively in many of the programs. Magazines, press and radio were represented. Unfortunately, many directors of women's radio programs can't get away for three day conferences.

Knowing that you may want to supplement your present file on canning material I will endeavor to bring you a complete story of this conference. Do you want timely canning features included from week to week or would you prefer a complete summary? It will take a week or two to get such a report written and duplicated. Mind letting me know what you want?

SEE THE NEXT PAGE FOR A PEEK AT THE COMPLETE PROGRAM.

NEW YORK STATE COLLEGE OF HOME ECONOMICS
CORNELL UNIVERSITY
FOOD CONSERVATION TRAINING SCHOOL
March 17, 18, 19, 1943

Wednesday, March 17th

9:30 - 12:15 1. Purpose of Training School and Plans for the Year's Food Preservation Program----------Lillian Shaben
2. The Food Situation in New York State---Dr. Maurice Bond
3. Victory Gardens----------Albert Hoefer

Recess -

4. Panel Discussion - Coordinating the Food Preservation Program in a County.
A. County Nutrition Committee----------Dorothy Williams
B. Victory Garden Council-----4-H Agents, Albert Hoefer
C. Homemaking Teachers----------Mabel Campbell
D. Helen Hoefer - Home Demonstration Agents.

12:15 - Noon Recess

1:30 - 2:30 5. The Use and Care of Pressure Cookers and Other Canning Equipment----------Elaine Knowles

2:30 - 5:00 6. The Arrangement of Food Preservation Equipment and work Space----------Delpha Wiesendanger
Demonstration - The Brining and Salting of Vegetables ----------Linnea Dennett

Thursday, March 18th

9:00 - The Family Food Supply and Preservation Plan----------Inez Prudent
9:45 - 10:45 - Quick Freezing of Food----------Nancy Masterman
11:45 - 12:15 - Demonstration - Canning Chicken---------Lillian Shaben
12:15 - Noon Recess
1:30 - 3:15 - Demonstration - Canning Vegetables------Therese Wood
3:30 - 5:00 - Demonstration - Dehydration--Dr. Faith Fenton, Inez Prudent

Friday, March 19th

9:00 - County Experiences with Community Canning Centers, Steuben, Nassau, Suffolk, Westchester
10:30 - Demonstration - Canning Fruits and Fruit Juices--Jeannette McCay
12:15 - Noon Recess
1:30 - 2:30 Spoilage of Canned Foods----------Dr. Otto Rahn
2:30 - Recess
2:45 - 4:00 - "Information, Please"
- the "why" of recommended procedures.
4:00 - Exhibits and Examination of Products:
A. Brined and Salted Vegetables.
B. Canned Chicken.
C. Canned Vegetables.
D. Canned Fruits.
E. Dried Fruits and Vegetables.

Supplement to RADIO ROUND-UP
March 20, 1943

THE 1943 FISH STORY

Fresh fish, high on the list of unrationed foods, will probably find its way into many a market basket this year, not only during the Lenten season, but long after. Secretary Wickard already has estimated that a minimum catch of seven billion pounds of seafood products will be needed this year to supply the armed forces, our Allies, and civilian needs. There's a question whether this goal can be reached, however...Fisheries Coordinator Harold L. Ickes recently announced that unless many of the industry's handicaps are removed, the production of fish for '43 will be much less than that figure. The fishing industry has been more gravely affected by the war than many others. It has lost many of its craft to the armed forces...many of its men to the Army and the Navy...and furthermore, some of the most important areas available to our fishermen have been restricted for security reasons.

The production of seafood also affects the production of other products. Fish meal is a common and necessary ingredient of poultry food, and it has a material effect on poultry and egg production. Fish oil, rich in vitamins, is largely used in medicine, and also in various industries. The steps which have been taken recently to help remedy the losses suffered by the fishing industry, therefore, will have a definite effect on our food supply.

The homemaker herself can take some action which will be of real help... she can experiment with the unfamiliar fish she'll be finding these days in her local fish markets...fish native to her own section of the country which she may never have heard of before. And you broadcasters can help acquaint her with these members of the fish family...we're going to introduce a number of them to you right here and now.

The Great Lakes section offers several fish which are available in the markets of that area in considerable quantity. Some of them, however, have not even become really popular in their own home territory, nor are they well-known in other parts of the country. The burbot, or lawyer, for example is a fine fish of medium size, plentiful in Spring and Fall. The sheepshead is a fish plentiful in Spring, available well into Summer, which comes from both this area and the Mississippi River. Carp is in season all year round, inhabits the bulk of lakes and streams of the Midwest, but at present is shipped largely to metropolitan centers. The little smelt of the Great Lakes, on the contrary, are not so well known in other parts of the country. They're an early Spring fish which make a delicious mouthful, fried, broiled, or baked. The Midwest rivers and lakes supply buffalofish, quillback and bowfin, all in season during Spring and Summer.

Otter-trawl fisheries, operating in many parts of the country, have been in the habit of discarding many edible fish while catching certain species which are their main object. Large-scale operations of this sort are chiefly out of New England ports, along the coastal waters of New York, out of Norfolk, Virginia, and on the West Coast, mainly from Seattle. The establishment of a demand for these fish would doubtless be instrumental in bringing them to market. Some could be saved when small hauls are being made and the crews are not too busy with more popular varieties. Some also can be produced in

greater quantity in the in-shore fisheries. From the New England fisheries might come such fish as hake, whiting, skate, flounder and monkfish...names completely unfamiliar to many a homemaker. The alewife is another small fish found from New England to the Chesapeake Bay, available in largest quantities during the spawning season in the Spring.

A delicious addition to the shellfish family would be the mussel, found in New England and in the Middle Atlantic area...a fish available all year round. And the great clam beds off the coast of Florida might be exploited to provide the country with more of the basic ingredient of clam stew and clam chowder. The Pacific Coast knows its particular species of crab, the Dungeness, a hard-shell crab much larger than its Atlantic Coast cousin, which is at its best from March to July.

King Whiting and mullet are unfamiliar fish to many parts of the country.. they're from the South Atlantic and Gulf states. Sharks, gar and sawfish, now sold on the New Orleans market, are not widely known either.

And speaking of shark...as a result of the war, shark steaks are becoming better known, the Office of Coordinator of Fisheries reports. The soupfin shark has been widely used for one purpose only...the oil from the liver. Recently, however, a Seattle fish dealer conducted some experiments to determine the edible qualities of this shark, and has discovered that the steak is a real delicacy. These experiments have also resulted in the marketing of the fish in kippered, or lightly smoked, form...the flavor is said to be delicate and delicious, not unlike that of some smoked salmon.

If you'd like detailed information about cooking these varieties of fish to pass on to your listeners, we suggest you write for a new bulletin just about ready for publication, entitled WARTIME FISH COOKERY. Just write the name of this bulletin on a postal card, with your name and address, and send it to the Fish and Wildlife Service, U. S. Department of Interior, Washington, D. C.

Some helpful leaflets giving specific information about fish in each section of the country are now in preparation, we're told, and we'll try and get copies of them to send you as soon as possible.

LIBRARY
CURRENT SERIAL RECORD
JUL 7 - 1943
U.S. DEPARTMENT OF AGRICULTURE

Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

150 Broadway
New York, N. Y.
March 27, 1943

MARCH 29th...RED STAMP DAY!

Point values for meat, cheese, butter and the other fats and oils covered under the new rationing program have been set...by the time you're reading this copy of ROUND-UP, the program itself will have started. You've doubtless read the official table of point values carefully, and have urged your listeners to do the same. The greatest help you can give your listeners for the next few weeks, in our opinion, is to suggest ways of getting the best value for the points they have to spend.

Remember, when it takes 8 of each person's weekly allotment of 16 points for a pound of butter, that means spreading the butter thinner on bread and toast...experimenting with meat drippings for seasoning vegetables, and so forth.

Since it takes another 8 points to buy a pound of American cheese, you'll want to urge homemakers to plan carefully the use of main dishes which require cheese...to respect cheese as the important protein food it really is, and not to regard it as merely a between-meal tidbit.

Another 8 points per pound to buy the favorite T-Bone or sirloin steak, the standing rib roast, the veal or lamb loin chops, the center-cut pork chops and roasts, and the sliced ham, will surely bring about increased interest in the cuts which have a lower point value. Rump roast of beef or hamburger, at 5 points per pound, or pork spareribs at 4 points per pound, will help to keep anybody's point budget in balance. Recipes for stretching meat by serving it with cereals (noodles, rice, spaghetti or macaroni), in stews with vegetables,

US Department of Agriculture
Food Distribution Administration

mixed with milk gravy, or combined with eggs in omelets or souffles...all these will be welcomed by the woman who's spending much of her time in the kitchen these days.

You might tell everybody that the first point values have been set with the most careful regard to supply and consumer preferences. It is not possible to gauge these in advance with absolute accuracy, however, and adjustments will be made whenever they're found necessary by actual operations under the program.

An important feature of meat rationing to point out to consumers is that the dealer will weigh and determine the value of her purchase with the bone in, and if she then has the meat "boned", the point value will not be figured again. The customer is entitled to the entire purchase, however, since she has paid points for both bones and meat. There's your chance to suggest the use of bones for delicious home-made soups, by the way.

The definition of hamburger on the point table as "beef ground from necks, flanks, shanks, briskets, plates, and miscellaneous beef trimmings and beef fat", marks the first time that the Federal Government has given specifications which retailers are required to follow in selling this popular type of ground beef to consumers. If the housewife desires ground round steak, chuck, rump or sirloin, she must buy it in whole form, have it point-priced by the butcher, and then ground to order. This restriction applies also to ground veal and lamb, which are defined in the same manner as beef hamburger.

Because meat and cheese cannot always be cut to the exact pound, the consumer chart contains a simple table of point values for ounces. Study this chart yourself, and urge your listeners to do the same, so that they'll know just how many points they should surrender for fractions of a pound. The careful shopper will like to know also that any fractions of less than $\frac{1}{2}$ point are dropped, but if the fraction is $\frac{1}{2}$ point or more, the dealer will collect a full point. If there are fractions of exactly $\frac{1}{2}$ point on two items bought in a single purchase, they may be added together.

Broadcasters of women's programs have a real informational job to do on meat rationing...we'll help in every way we can.

FOOD DISTRIBUTION ORDER NO. 30

The entire production of seven major dehydrated vegetables is reserved to meet war needs, under Food Order No. 30, issued by Secretary Wickard, effective March 21. The dehydrated vegetables affected are: Irish potatoes, sweet potatoes, cabbage carrots, beets, onions and rutabagas. Dehydrated soups are not reserved under Food Order No. 30.

This order does not seriously affect civilian consumers, because the production of dehydrated vegetables has been increased specifically to meet war needs, and most of the supply has been going for this purpose anyway. Some, however, have been used by commercial food manufacturers, hotels, restaurants, airlines, and similar concerns, and this portion is now being turned into war channels. The order provides, however, that such quantities may be released, for civilian consumers as may be found necessary, although military needs will

have priority.

FOOD DISTRIBUTION ORDERS
No. 31 to 39 INCLUSIVE

These nine Food Orders, effective March 24, transfer authority over principal fats and oils from the War Production Board to the Department of Agriculture. They contain the principal provisions of the WPB orders they replace, and several of them make specific changes. For your records, here is a list of the orders, and a statement as to the restrictions they provide:

FDO #31 - Use, processing, consumption and delivery of oiticica oil
FDO #32 - Use and distribution of castor oil
FDO #33 - Glycerine recovery
FDO #34 - Use, processing and delivery of glycerine
FDO #35 - Use and distribution of rapeseed and mustard seed oils
FDO #36 - Use and delivery of cashew nut shell liquid
FDO #37 - Use, processing, and delivery of sperm oil
FDO #38 - Use, consumption, processing, sale, and delivery of palm oil
FDO #39 - Use, processing, consumption, and delivery of tung oil

The Fats and Oils Branch of FDA will administer these orders. For more information regarding the fats and oils they cover, see the supplementary story attached to this issue of ROUND-UP.

ANY FRESH FISH TODAY, LADY?

Aprops of our story "Fish for '43" in last week's RADIO ROUND-UP, here's information from the Fish & Wildlife Service about the fish to be found during the next few weeks in certain areas of the country. Broadcasters may like to incorporate this information into programs featuring meat-saving menus.

New York
Butterfish
Cod
Flounders
Haddock
Herring, sea
Sea bass
Shad
Smelt
Clams, hard and soft
Mussels
Oysters
Shrimp

Jacksonville
Bluefish
Kingfish (king mackerel)
Pompano
Sea trout
Snapper, red
Shrimp

Boston
Cod
Gray sole
Haddock
Halibut
Rosefish
Wolffish
Scallops, sea

CALIFORNIA
Barracuda
Flounders
Rockfishes
Shad
Smelt
Crabs
Oysters

Chicago
Buffalofish
Bullheads
Carp
Catfish
Lake trout
Pickerel (Jacks)
Sheepshead
Smelt
Suckers
Yellow perch
Yellow pike
Flounders
Rosefish fillets
Oysters

Seattle
Cod
Flounders
Halibut (April only)
Rockfishes
Salmon, chinook or king
Clams
Crabs
Oysters

New Orleans
Buffalofish
Catfish
Drum
Grouper
Crabs, hard
Oysters

A FEW POINTS ABOUT POTATOES

Are you in one of the areas which has been, and maybe still is, suffering from a temporary shortage of potatoes? Have you heard about potatoes being hoarded by people who've become panicky at the "scare" stories they've heard and read? Well, here are some facts which will help you to combat this state of mind.

During the late spring months, before the new crop of potatoes comes to market, consumers depend upon the stocks of old potatoes held over from the previous year's crop. Just about the time that the old supplies are used up, enough of the new potatoes begin to move into the market to take care of the demand. This year, however, there have been some complicating factors. Consumers, unable to obtain all they would like of other foods, are depending more on potatoes; farmers are requiring more seed to meet increased potato goals, to fulfill next year's needs; and the Armed Forces are asking for relatively large quantities in some areas.

Every effort should be made to point out that there is no cause for undue alarm...that there may be a temporary tightness of potato supplies in some areas, but that this is not entirely unusual or unexpected. By cutting down a bit on our consumption of potatoes for a few weeks, we are providing more seed for a good crop next year. Everything possible should be said to discourage hoarding, because few people have proper facilities for storage, and potato hoarding may simply result in great waste through spoilage. Late potatoes do not keep well under home conditions, and a bushel bought now by a hoarder may deteriorate long before it can be eaten. The homemaker should be encouraged to eliminate waste of potatoes through peeling. This not only causes loss of considerable of the potato itself, but destroys valuable minerals which lie close under the skin. Boiling or baking potatoes in their jackets will help from the nutritional standpoint, and may even improve the national food situation.

QUESTIONS & ANSWERS ON MEAT RATIONING

Even before meat rationing started, questions kept coming up as to how the new program will operate. Here are some which you may be asked to answer:

Q. Will some red stamps in Book Two be set aside for buying meat exclusively?
A. No. All valid red stamps may be used interchangeably to buy any foods on the new ration list.

Q. May I use all my valid red stamps to buy only meat?
A. Yes, provided you don't intend to buy cheese, butter, or any other food for which you will need the red ration stamps.

Q. How will I know how many points I shall need for a pound of butter, or a half pound of cheese?
A. The point price of all foods to be rationed with red stamps will be listed on an official Table of Point Values similar to the one now used for processed foods. At least one such table will be posted in each store which sells any of the rationed foods.

Q. Will the point value per pound of all meats be the same?
A. No...it will vary according to the cut, just as the point value of cans of processed foods now differ according to the products they contain.

Q. Will the point value of the same cut of meat be the same in all stores?
A. Yes. This value will be uniform throughout the United States.

Q. Will the point value of meat or cheese or butter differ according to quality or grade?
A. No. The point value of meat will depend only on the cut. All hard cheeses will have the same point value. The point value of butter will be the same, regardless of quality or grade.

PROGRAM NOTES

Blue Ration Stamps for April

OPA has announced that the blue stamps lettered D, E and F in War Ration Book Two may be used for the purchase of rationed processed foods during the last week of March. This means that for the week between March 25 and March 31, all the blue stamps lettered A through F inclusive may be used to buy rationed canned foods.

You broadcasters should urge your listeners not to make use of the April stamps ahead of time if this can be avoided, since the 48 ration points for April must be budgeted to last throughout the month. The pre-validating of these stamps is done primarily to allow the homemaker to make the best possible use of any ration stamps of small denomination which may be left in the family's books at the end of the month. None of the first blue stamps, A, B. or C, should be held past the 31st of March, as they will not be valid after that date.

A New Division of FDA

Secretary Wickard has announced the transfer of the Nutrition Division of the Office of Defense Health and Welfare Services to the Food Distribution Administration. The Nutrition Division will form the nucleus of a Nutrition and Food Conservation Branch of FDA, and according to the Secretary, rounds out the organization of the civilian branches of FDA. Mr. Wickard said: "The Food Distribution Administration now provides strong civilian representation at every step of policy making and program operation, including the study of available food supplies, determination of civilian requirements, and the defense of those requirements against other demands on the food supply. Through this organization the Department is working to bring about a fair and sensible distribution of available foods, and to provide such services as are needed to present a clear picture of the food situation, and help consumers adjust to wartime conditions."

Watch Those 1-Pointers

What to do with those 1-point red stamps you'll be receiving in change occasionally! Spend them as soon afterward as you can, says OPA. We think you should tell your listeners this frequently, because many people may be

puzzled about those loose stamps, in view of the rule that stamps must be torn from the book in the presence of the storekeeper. Obviously, this rule cannot apply to the "Change" stamps, but shoppers will be wise to avoid carrying them around any longer than is necessary. Remember, the expiration date for the A, B, C, and D red stamps is April 30, and the 1-point stamps of this series which the household shopper may be carrying in her change-purse must be used before that date, just the same as the stamps in her ration book.

More Frozen Vegetables This Year

When we say the freeze is on vegetables this year, we'll mean there will be more available instead of less...more frozen vegetables, that is. An expansion program announced by USDA will increase the production of quick-frozen vegetables by nearly 100 million pounds over the 1942 output. The Armed Forces in the continental United States have priority on these vegetables ...they're utilizing frozen vegetables to supplement supplies of the canned products. Civilian consumers will get about 30% of the increase, however, which will bring the total available to civilians up to about 20% more than in 1942.

OIL FOR THE WHEELS OF WAR

Feeling that it may be of interest to many of your listeners to know the reasons behind Food Distribution Orders 31 to 39, inclusive, here is an explanation of the war uses to which they are being put.

Because of its resistance to corrosion, oiticica oil is used in protective coatings for use on military and naval equipment, electrical insulation, and for food container linings. This is an import from Brazil, and is scarce because of the almost complete failure of the Brazilian crop. This shortage spurred a search in Mexican and Central American forests for oils of this type, and two were found in Mexico, products of the cacahuananche and laceta nut trees. FDO #31 controls the American supplies of these three oils.

Most of us think of castor oil in its medical guise only, (and unhappily, no doubt!) but it has other important uses. It's in demand for a variety of military and industrial uses, including hydraulic brake fluids, paint and varnish for application on war materials and ships, synthetic resins, textile oils, and real or imitation leathers required by the armed forces.

Castor oil is pressed from castor beans grown principally in Brazil, and FDO #32 will conserve the supplies of this oil for essential war and medicinal purposes.

We all know how important is the provision of glycerine for explosives and other military uses; it's used in protective coatings for jeeps, planes, guns, Tanks, etc., and in the hydraulic systems of many military weapons. Glycerine also enters into the manufacture of rubber, drugs and pharmaceuticals. In fact, while the needs for glycerine have been increasing steadily, its production has been decreasing. Imports of many fats and oils from which glycerine is obtained have fallen off to such an extent that the new order was necessary, to encourage the maximum production of glycerine. This order is known as Food Distribution Order No. 33.

FDO #34 concerns glycerine also...provides a closer control over its use. It requires that authorization be obtained from the Director of Food Distribution to use more than 50 pounds of glycerine in a calendar month. (Hospitals, clinics and others may obtain or use for medical and drug purposes up to 1,150 pounds monthly without special authorization.)

Mustard seed and rapeseed oils are interchangeable in a number of direct military uses, including lubricating oils for marine engines, rubber substitutes and electrical insulation. Japan was the principal source of rapeseed oil before the war, but we are now receiving supplies from Argentina. Mustard seed is produced in the United States. Only a small percentage of the total quantity of industrial fats and oils normally used in this country are represented by these oils, but they are almost indispensable for certain uses. FDO #35 brings mustard seed oil under direct control for the first time, and makes direct authorization necessary for delivery, processing and use of either oil.

Cashew nuts shell liquid is an inedible industrial oil used in war production...extracted from the shell of the cashew nut and normally imported in small quantities from India. War, which has stimulated demand for this product, has interfered with its importation, and controls over its use and delivery are necessary in order to conserve the limited supply. Cashew nut shell liquid is used in the manufacture of brake linings and other friction elements for molding resins, for insulating aviation electrical parts, or for resin solutions for impregnating electrical coils. FDO #36 covers the use and delivery of this oil.

Sperm oil, obtained from the sperm whale, has declined in production with the curtailment of world whaling activities, but the demand for use in industrial production has steadily expanded. It is used as a machine tool cutting fluid, as a petroleum additive, also in the production of textiles, leather, duplication carbon, dyes and synthetic rubber. FDO #37 continues the same restrictions on the use, processing and delivery of sperm oil as the original WPB order. It also adds the provision that persons making deliveries to the Army, Navy, Coast Guard, Maritime Commission or War Shipping Administration must obtain specific authorization for such deliveries.

Imports of palm oil were reduced drastically by Japanese occupation of the Netherlands East Indies, main source of the U. S. pre-war supply. Imports from other producing areas in British West Africa and the Belgian Congo have been affected by whipping conditions. Therefore, since April 1, 1942, the use of palm oil has been limited to the manufacture of tin plate, terne plate, steelsheets, steel strip, and black plate, and to processes yielding required percentages of glycerine. FDO #38 transferred control from the War Production Board to the Food Distribution Administration.

Tung oil is one of the fast-drying oils that help to speed war production and the limited reserve we have accumulated is being used only for the most urgent war needs. Tung oil is used in protective coatings for use in military and naval equipment, electrical insulation and for food container linings. Mississippi, Florida, Georgia and Louisiana are the principal sources of tung oil, as the war and shipping conditions have practically eliminated the imports of this oil from the tung trees of China. While we may reach a record production of 8 million pounds this year, that figure is relatively small compared with the average imports of over 100 million pounds annually before the war.

FDO #39 makes it necessary to obtain specific authorization to deliver or accept delivery of tung oil, in addition to the authorization previously required for processing or using it.

From the foregoing, it seems clear that Food Distribution Orders 31 to 39 inclusive will have an important part in keeping the machinery of war running smoothly.

FOOD DISTRIBUTION ORDER NO. 40

On March 23, Secretary Wickard signed Food Distribution Order No. 40 providing that all shell eggs in cold storage on May 31 shall be set aside for Governmental agencies. The owner of eggs in storage cannot offer them to the agencies at more than ceiling prices applicable to grades for Government purchases, in effect at the time they are offered.

This order, passed in order to regularize the supply of eggs on consumer markets, is also designed to discourage recent heavy into-storage movement of eggs. If these eggs went into storage without the order, they would be marketed in the fall and winter periods under the higher ceiling prices scheduled for that time.

Order No. 40 is one of two immediate steps being taken by the Department of Agriculture to make sure of a proper distribution of eggs and egg products between wholesalers, retailers, and the Government. It is also created to prevent any possibility of an "egg famine."

FOOD DISTRIBUTION ORDER NO. 41

Food Distribution Order No. 41, which reserves all spray dried whole eggs for delivery to Governmental agencies and limits the production of frozen or liquid eggs, dried yolks, dried albumen, and dried albumen, and dried whole eggs in another step toward achieving the best war use of our eggs supply.

Dried eggs, because they occupy so much less space in shipping than whole eggs, are strategically important as a food for our fighting men and allies. Requirements for direct war needs are great. More than 275 million pounds have been purchased by the Food Distribution Administration to supply Lend-Lease needs since shipments began in March, 1941. Additional quantities have been purchased by our military forces.

Present capacity of the Nation's egg drying plants, based on operation at the rate of 22 hours a day, amounts to about 400 million pounds a year. Current estimates call for delivery of some 350 million pounds of dried whole eggs for Lend-Lease and military purposes in 1943, and FDA would like to have at least 50 million pounds in reserve for emergency use.

NEWS FROM THE NORTHEAST REGION

LABOR-1917, 1943:

Most of the problems we have today were evident in the United States one war ago too. This was graphically illustrated by a quotation from a speech presented by G. F. Warren at the Annual Farm Management Association, 1917.

Dr. Maurice Bond quoted the following at the Cornell Conference on Food Conservation on March 17th, 1943:

"The real source of labor is women. As usual the burden of war falls hardest on women. Farm women are doing much farm work. They must do more. It is too bad that this must be so. Farm women have never had an easy life. When the war is over, they must go back to their housekeeping. But we are at war and must do many unpleasant things. Farm women have a very different kind of housekeeping from the city women. They board the hired man and do his washing as well as the family washing. The chickens do not come prepared for use, but are dressed by the farmer's wife, and are raised by her. The bread and cakes and pies do not come out of the telephone, but are made on the farm. The water does not usually come from a tap, but is carried into the house in a pail and heated on the kitchen stove. The vegetables are in the garden. They must be gathered and prepared for use. The garden itself is usually in charge of the women. They usually wash the milk pails and cans, and often help with the milking. They preserve the meat and vegetables, and pick and preserve fruit. They also raise more children than are raised in the cities. But, some farm women, particularly the grown-up daughters, can do still more.

But the great source of woman labor is in cities, where the housekeeping is simpler, and may be dispensed with by paying board.....

City women who wish to work on farms will contribute most by doing the cooking and washing and allowing the farm women who know how to do the farm work to help in outdoor work. Washing the dirty clothes and cooking for the hired man sounds much less poetic than being a farmerette, but it is more useful."

--Dr. Warren, 1917.

That is still a sound suggestion, we are told by experienced home demonstration agents.

Women, whose talents and experience are more in the domestic fields of cooking and sewing might think about helping out in farm homes during the busy seasons. Through the Extension services of the state college, one may usually hear of some farmer's wife who would be glad to have help.

1943 LAND ARMY

And here's news for your food-conscious and production-conscious audience:

Moving to head off the threat of dwindling food production because of labor

shortages, the vanguard of a new land army is moving into fertile northeastern fields to replace men taken by industry and the armed forces.

More than 1500 men, women, and children have come north from Kentucky and West Virginia to make better and more effective use of their labor on farms producing at a higher rate. The Farm Security Administration of the U. S. Department of Agriculture has trained these people and provided for their transportation.

Last week-end alone 500 farm workers arrived in New Jersey, Delaware, Maryland, New York, and Pennsylvania. Two thirds of them were families of men who had already begun to work on farms in this region.

Regional Director J. H. Wood says the migration is continuing at a rate of almost 200 men per week, with a vast reservoir of manpower still to be drawn upon. The hill people who are making the journey a quarter of the way across the nation are motivated largely by patriotism, said Wood. They want to do their part in the gigantic battle to grow food for the United Nations.

MORE ABOUT COMMUNITY CANNING.

America's homemakers, undaunted by the point rationing of canned foods will make up for it by canning more this year than ever before. And the Department of Agriculture is going to help them do it. Community canning projects are going to be set up in almost every community in the country. Food that is canned will be used not only for individual home use, but in connection with the School Lunch Program as well.

Churches, recreation centers, and schools will be made available for the cooking. The novice who has never put up a can of food in her life need have no qualms about trying. A trained home economist will be able to answer all the questions at each center of operation.

There is much that your listeners have been thinking about, however. What about closures? Are there going to be enough jars? Where are we going to get pressure cookers?

You can answer their queries with reassurance. There will be enough of all of these available for fair sharing. The program of the War Production Board allows for 30 million gross of closures of all kinds. This is 8 million gross more than were manufactured last year. The number includes shoulder seal rings, flowed on lids, and top seal rings.

There is no government restriction on the all-glass jar. They are available and durable, and are fitted with either glass top closures or two piece metal caps. Wide mouth and half-pint jars will not be made because they require more rubber and metal in proportion to the amount of food they hold. But as one manufacturer put it--"No food need be lost for want of a fruit jar."

As for pressure cookers-there will be only 150,000 of these manufactured this year, and the Department of Agriculture will control distribution. Distribution plans will probably be based on the canning seasons, beginning in the South and moving North. The USDA will release information regarding the necessary procedure for buying canners locally.